

FIND YOUR BRAND POSITION

Grab a notebook or open a document - we're going to do some brainstorming.

Your brand position is the position you occupy in your customer's mind. It's how they classify you as compared to all your competitors.

If you haven't created an Ideal Customer Profile (ICP) yet, you're not ready for this. Go back and think through the perfect buyer for your product or service first.



READY? LET'S DO THIS.



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Analyze the competition. Think of all the ways people get by without you. Then identify the top names in those spaces.

1. (For example, Uber competes not only against Lyft, but also against taxi companies and public transportation.)

1a. How well-known and established are these brands?

1b. Look at their websites. What features do they emphasize?

1c. Who cares most about those features?

1d. Which audience segment(s) is being left out?

What sets you apart? List the tangible unique features you have that your competitors lack (process, ingredients, etc.)

2. Now list all the intangible unique features you have that they lack (point of view, company mission, etc.)

KEEP GOING! ONE MORE PAGE.



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3. How important are those features? Put yourself in the shoes of your ICP. How much do they care about those things that make you unique? Is there a specific segment of your audience that cares **a lot**?

Look up online reviews of your business and of your competitors. What features do customers say made their experience good or bad?

4. How do you make your value obvious? Focus on that segment of your audience that cares a lot about something that makes your business unique.

What position can you take that will communicate that value to them?

MY BRAND POSITION

We are the _____
CATEGORY

known for _____
POSITION

