

BRAND POSITION WORKSHEET

READY TO STAND OUT LIKE A ROCKSTAR?

FIRST, list 10 ways your business is unique:

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

SECOND, make a check mark next to the ones that are unique to you and different than your competitors.

THIRD, narrow down those with a checkmark by circling the ones that truly matter to you audience. For example, perhaps your product is manufactured in the United States, but competitors manufacture competing products overseas. For some brands, this may matter to the audience, but for others, while nice to know, it may not affect purchasing behavior.

FOURTH, using the one(s) circled, answer “**why**” is this important, and what benefit does it provide to your audience? What emotion drives this critical part of your business?

YOUR DIFFERENTIATOR: _____ is important because
_____, and it provides my audience
_____. (i.e. peace of mind, etc.)

