

Brand Messaging and Positioning

In a competitive market, you need to confidently express to buyers why they should do business with you. This worksheet will help you answer important questions in order to tell your business's story and the unique ways your business stands out from all of the rest.

TIP: *If viewing on Google Drive, click "File" > "Make a copy" and edit the doc in your own drive.*

Background and Definition

What is [insert name of your business]?

What does your business do?

What history and background about your business is important to know?

What successes has your business had since it began? How has it grown over time?

Target Markets and Positioning

Who are your ideal customers (age, location, income, values, interests, habits)?

What do the above-mentioned customer types need and want?

How can your business offer a solution to the unmet needs and wants of those customer types?

Value Proposition or Unique Selling Proposition (USP)

A Value Proposition is a desirable, exclusive benefit that sets your business apart from the competition. In 1-2 sentences, your Value Proposition or USP answers the question why should customers choose my business over its competitors? Here are some examples:

- *Domino's Pizza is the only pizza company who guarantees delivery within 30 minutes.*
- *Tom's Shoes is the only shoe company who donates a pair of shoes with every pair purchased.*
- *Warby Parker's "Try 5 frames at home for free" model makes it easy to buy eyewear online.*

Create your own Value Proposition in 5 Steps. Feel free to ask for help with these questions from your co-owners, workers, main customers or closest advisors.

1. List out everything you consider to be a desirable benefit of doing business with you including your business's values.

2. Go through the list above and cross out anything that your competitors can also claim. Is there anything left? Yes? Skip to Step 4. No? Proceed to Step 3.

3. Brainstorm new ways you can offer a benefit to customers that they can't get elsewhere. Answer the following questions and feel free to ask for input!
 - What void in the marketplace can you fulfill?
 - What can you guarantee about your product or service?
 - What do people hate about your industry that you can fix?
 - What niche do you service that will differentiate you from others in the industry?

4. Identify the benefit above that best suits your business and circle it!

5. Write your Value Proposition. Write 1-2 sentences that clearly state your benefit and the fact that it's exclusive to you.