

The Power of Positioning

[00:00:00] Hello everyone. Welcome to my presentation. We are gonna be talking about the power of positioning, becoming the whole damn vibe and getting clients because of it. Alright, so before we get started, you're probably wondering who this is since I don't have a video of myself in the corner currently getting over a sickness.

[00:00:20] So that's why my voice is a little weird, but we're gonna roll with it. So my name is Alexia Lynn. There's a little bit about me. I am the founder of Visual Vibe Design. I am known for creating entire visual vibes. I am a strategist and results focused designer. That means I don't just design pretty things.

[00:00:38] I design pretty things with a purpose. I am a certified yapper. Just means I like to talk a lot. So we are gonna try to keep this presentation succinct. I am from Rogers, Arkansas, so that's in the northwest Arkansas area. I'm a summit speaker. I spoke at the Women of Web Summit last year and I am a [00:01:00] branding websites and SEO specialists.

[00:01:02] Those are like my specialties. And I am also heavily involved in the design community, so I've attended in-person conferences like Web Designer Pro. I have a newsletter with over 300 designers called Creative Confessions. And it also has a monthly podcast that goes with it where I interview experts in my network.

[00:01:23] And so actually all of the people that I've interviewed for Creative Confessions are speakers at the SEO Search Summit. So I think that's pretty, pretty awesome. I also did the brand design sponsor. So I did design the branding for the Surge Summit. So if you love it, give me some love. But before we get in, to me owning a design studio and doing what I'm doing now, I wanna talk about, well, I went from visual merchandiser to visual vibe.

[00:01:52] So before I began my journey in. Creating brands and websites and doing [00:02:00] digital marketing. I was a visual merchandiser, which means I worked at Home Goods and I designed pretty displays. Now, I did not go to college. I didn't do the traditional marketing route and get a degree in marketing or design or any of that.

[00:02:13] This is actually where I learned the direct impact the design had on sales. And so a lot of that goes with positioning and how you display the items

in the store. And so that is what we're actually gonna tell a little story about right now. So if you see these two bears up here, they've got an entire story behind them that I'm gonna let you know.

[00:02:39] So as you see a bear just like this at the time when I was a visual merchandiser, there were two giant teddy bears that had been sitting unsold since Christmas. And every day I'd walk past them collecting dust. They were literally sitting in the corner of the store, like the toy story toys in, I think [00:03:00] Toy Story four. And so this is a pretty accurate description of how they looked and felt. They were kinda shoved to the side. They weren't bad products, but they just didn't have a story right now. They were seen as leftover inventory and not something anyone would want to buy, but I was tired of lugging them around the store and finding different places to sit them, to kind of get them out of our way.

[00:03:22] So. When Valentine's Day rolled out, I had an idea. I grabbed two red bandanas and I tied them around the bear's neck and I gave them a new home in the center of my Valentine's display surrounded by chocolates, heart shaped balloons, roses, the whole works, and then suddenly they weren't Christmas bears that didn't sell.

[00:03:42] They were the perfect gift for your sweetheart. And those are those bears and both sold within one hour of me putting them in the display. Now that's really important to note because they had been sitting there for a couple months since Christmas unsold. [00:04:00] So what does that tell us? The bears didn't change, but the story around them did.

[00:04:05] And so when you change the story around something, you change. People's perception of it. And when you change people's perception on something, you change what they're willing to buy. And that, my friends, is the power of positioning. And so that's what we're gonna learn today. I am gonna go over how to get on the right shelf.

[00:04:27] How to become the obvious choice and attract the right people and repel the rest so that you can use some of that same positioning techniques in your business with your offers and even offer this as a service to clients, brand, strategy and positioning, messaging, all of those things so you can become a little bit more of an expert in that.

[00:04:48] So what is positioning? When I was. Getting started in brand strategy and design and things like that. Positioning was always the thing that tripped me up. I'm not sure [00:05:00] why. I didn't realize that I had already been doing it

back when I was a visual merchandiser. I just thought, oh, I was making things look pretty and you know, people were buying because of that, but I didn't realize I was changing the story about things.

[00:05:12] And so. I like to use this as a simple phrase on what people think positioning is. Positioning is what people assume about your brand at a glance. So this is not a deep dive into your website or anything. This is what people assume at a glance when they first look at something. So many of you guys have probably seen a traditional positioning chart.

[00:05:32] Now, I'm not saying this is bad. This is pretty much like the standard people, you know, usually pick two opposites. So innovative and or generic and custom. Then you can put. You know, plot your competitors on there and then you are kind of up here in the corner, and that's your positioning. So I think this is pretty good, and I've actually used this same chart with some of my clients when doing positioning, but I don't think it tells the full story, and I think it can kind of get [00:06:00] lost in the weeds a little bit.

[00:06:01] So I want to reframe your mind on positioning. And why I think my method or a simple framework for it is so much better. So positioning comes down to two things, context and contrast. And we're gonna learn about those today. And so I'm actually gonna use the Teddy bear story again. And so this is just a general remake.

[00:06:29] I don't actually have the pictures of the teddy bears when they were on the Christmas like display in the back, but. Picture this with me. So it's way past Christmas and the shelf is located near the back of the store where all the discount stuff goes, right? And so we've got a shelf back there with Christmas items and trinkets and things left over that nobody wanted.

[00:06:52] So in this story and on this shelf. Next to all these other Christmas items. Everyone just [00:07:00] sees that bear as a leftover inventory that not anyone would want to buy. It's leftover. It's been passed over. People obviously didn't want it. That's why it's still back there. So that's the story that it's in right now.

[00:07:13] But if we change that story and we change the positioning on this bear and we bring it over to the Valentine's Day display just like I did, it's the shelf is located near the front and center in front of the doors, and people now saw this is the perfect gift for their sweetheart. So it changed the positioning.

[00:07:33] We changed the location, so we put it on a different shelf. We kind of dressed it up a little bit and we put it near other similar items to what people are needing at the time. And so that is a little bit about positioning there. And so how can we break this down even further to match the context and the contrast framework?

[00:07:53] So here we go. Context is when and where it makes sense.

[00:08:00] So let's break this down even further. So for the Valentine's display in the Teddy Bear story, we've got, it's the Valentine's Day versus post-Christmas. So again, when the teddy bear was back there with the Christmas stuff, it was post-Christmas.

[00:08:13] Nobody's wanting that stuff anymore, whereas we moved it to Valentine's Day. What people are looking for, they're actually actively looking for a gift for their partner or their sweetheart. We also have the context of back of the store versus front of the store. So when you're in the front of the store, more people are going to see that.

[00:08:34] And it's up on a display too. So it kind of gives it an elevated status of, this is new, this is innovated, this is something that we've got going on here with this display and all the things it's surrounded with. And then we've got the back of the store, which you know. Barely anybody goes to the back of the store anyway.

[00:08:53] And then we have a gift moment versus leftover inventory. So this is where we change the context. [00:09:00] So instead of it being leftover inventory, it's now a gift moment. So that's the context around it. And so contrast is a little different here. So we have the context of what, you know, where or when and where it makes sense.

[00:09:16] And then we have the contrast. So how it compares to the other options. And so this could be the perfect gift for your sweetheart, or the emotional, thoughtful, and intentional. You know, when somebody picks you up a stuffed animal like that and it's a giant teddy bear, they feel like you've put effort into it.

[00:09:34] It's not an afterthought. It's the main thing. And that was the main thing in the display compared to the other items where there was chocolate, there was balloons, there was little teddy bears all around, but that big one in the center of this display. Made people think, oh, this is the perfect gift. It's gonna show my sweetheart and my honey how much I care about them because of the

[00:10:00] size and because of the overall look and the feeling that somebody got when they looked at it.

[00:10:05] So when we break this down context gets you considered when you're in. The where you are and when it makes sense. And then contrast is what gets you chosen. So when you're contrasted against competitors or other items, other solutions, the contrast between you gets you chosen, so it makes you the clear winner for the right person.

[00:10:34] And so again, this isn't just about teddy bears, it's how people choose everything. And so I'm gonna give you some examples of positioning here. And so we have visual vibe. For example, I'm gonna break down my own brand because for years I tried to play the be More professional game and kind of, you know, fall along the [00:11:00] agency route.

[00:11:00] 'cause I was scared to stand out. But standing out is actually what's made me more money. Get better clients and attract people I actually want to work with, so I'm just gonna break down my own brand here for you so you can see context is when and where it makes sense. So, you know, when it makes sense is, you know, businesses that are, you know, already been in business for two plus years because of the level of investment that people spend with me.

[00:11:25] It necessarily doesn't make sense for a lot of brands under two years to work with me and put all, you know, that investment upfront. Now I have had startup brands to work with, but most of the time that investment's gonna make a little bit more sense when they're two plus years in business, they're ready to invest.

[00:11:42] So again, if they're that's when it makes sense. If they're not ready to invest, then they're probably not gonna work with me. Another context is they want. To be the whole vibe. They just don't wanna piece everything together because I don't just do one-off logos or [00:12:00] one-off, you know, touch points here and there.

[00:12:02] I focus on the whole vibe. And then they need a consistent marketing partner. You know, they don't want somebody that it's, Hey, it's a one and done, and then we move on and, you know, never talk to you again. I I really curate that experience for my clients so that they have that. Person as a partner.

[00:12:20] Whereas some services and some businesses, they love the customers that only like to use them. Once it's a one and done thing, it may be a productized service. So again, it's the context that makes sense there. And then

we have the contrast. So how it feels compared to other options. So I do strategy before design.

[00:12:41] So I go through a whole strategy session before we even start the design process. Now other people may just jump right into design. It just depends on their market, their level of packaging, things like that. I also bring in all of my specialties [00:13:00] to pretty much all my projects here. So I do branding websites and SEO for most of my clients.

[00:13:06] It's all integrated together. It's not necessarily, always separate packages. And then I'm very brand experience focused. So again, that goes with the strategy is like when I create a whole brand, we map out all the touch points, we map out the user journey, we map out all of those things so that we can design.

[00:13:26] Intentionally based on that and then long-term partnership. So with me, I like to be a long-term partner for my clients. I don't just like a one and done situation. That's just not my vibe. And so that's how I compare to others. And then we have my newsletter, creative Confessions. So we've got the context, you know, when and where it makes sense.

[00:13:52] So creatives who wanna feel seen. They don't just want another, you [00:14:00] know, six figure guru. To look up to. They actually wanna feel seen and heard and kind of in the moment with you. The same with like tired of seeing the highlight reels on social media of everyone posting their highlights. And not many people post the messy middle type of things.

[00:14:17] And then they just don't want tips and tricks. So again, my newsletter's not just tips and tricks how I compare to other options. So me and my newsletter are very honest, messy, vulnerable, in the trenches like. I tell you stuff that's going on, I help with, you know, provide solutions or kind of what I'm going through so you can get some vulnerability and insight through storytelling.

[00:14:39] That's like my perfect positioning there, and it feels like FaceTime with a friend rather than just reading like another newsletter that. You know, it's all chat gtd up, you know? 'Cause I actually use real stories from my real life. It's not just like a list of tips and tricks on how to do this and that.

[00:14:57] It's vulnerable moments. It's the [00:15:00] messy middle and it's the part that a lot of people don't see on social media. So that is how I compare to other newsletters or other brands with my creative confessions. And then we

have the SEO Surge Summit. So doing the positioning for this brand. And actually what's funny is we were kind of workshopping some names for this summit and one of them was SEO Success Summit and the other was SEO Surge Summit.

[00:15:28] Which one do you think told a better story and gave a better positioning? Definitely the SEO Surge Summit. Because the SEO Success Summit, that's not a bad name, but it didn't give con like the context and it didn't give contrast where it needed to. So with the context, it was designed for people tired of the feast and famine cycle.

[00:15:53] They're tired of getting projects and then all of a sudden not having any new projects and getting projects and then not having any they're [00:16:00] wanting stable income and then they want, you know, again, predictable. Reoccurring revenue, and then they're kind of past the SEO basics and the shiny object type of like the next SEO thing.

[00:16:11] We have some information for that, but it's more of like the building the business and making money with. SEO and reoccurring services and overall building your business and not just like a bunch of SEO hype type things. And so the contrast is info on what works for SEO, no AI slot. 'cause I like to say.

[00:16:33] Confidence when building SEO systems. So it's not just about teaching like SEO, it's about building the systems that come with it, and then a surge for knowledge in every part of the business. So we use Surge a lot in the brand voice because we're trying to evoke that feeling of like a surge and energy rush for this, like a surge of, you know, reoccurring income, a surge of knowledge, a surge of innovation.

[00:16:58] All of those things [00:17:00] bring, the brand to life and the summit to life, and that's why you're here

[00:17:07] now. Most people get stuck here. So I hear this all the time as a brand strategist, I hear, I don't know what makes me unique. I do what everyone else does. Like everything else sounds generic. How many times have you heard, you know, your websites. Let's make your website your 24 hour a day sales engine, or let's make your website work for you or work as hard as you do.

[00:17:34] Those are very generic terms, and I'm not trying to knock you down if you do say that, but it's kind of when we all get into the same space, it's easy to kind of see what other people are doing and it sounds good. And then we just kind of. You know, regurgitate what everybody else has been saying. And then

it just becomes more and more meaningless because if everyone else is saying that, then what's gonna make you stand [00:18:00] out?

[00:18:00] So I work a lot with my clients to help them like find what's unique about them. And I actually had a sales call or strategy call. With one of my clients this week and she told me the exact same thing. I don't know what makes me unique. So we're gonna go over some ways that I helped her determine her unique positioning and I do with a lot of my clients.

[00:18:21] So we're just gonna do like two step process here. So we're gonna determine your con context. So think about like finishing this sentence. When someone comes to me, someone comes to me when. They're getting traffic but no leads. So maybe they're getting people to their website, but they're not actually converting them into leads.

[00:18:42] They've outgrown the DIY phase. So maybe like your unique positioning is something to do with people transitioning from DIY to having a web designer or an SEO person. Maybe there's like a sweet spot there. Or they're tired of guessing what to do [00:19:00] next. So they're ah, I hear all this noise on social media.

[00:19:02] I've got this person telling me to do this and this to put in paid ads and this person to, you know, do SEO and this person saying something about starting a Facebook group and all these different things. And so they're not really sure what's gonna move the needle and what to do next. And maybe you come forward with a path that evaluates their business.

[00:19:21] Their current marketing and then creates a plan based on your services and what you can provide for them, and then their brand doesn't match the level that they're at. This could be for the brand designers out there, or you know, web designers. It's like they don't, they wanna appeal to a higher level or they want to attract higher paying clients and they're not able to because their current branding or their current website doesn't match where they want to go.

[00:19:47] So it's usually a problem. When somebody comes to you for a service, they're, you're usually solving a problem or you're providing some type of solution or experience. So determine your [00:20:00] context and see where are they coming in at and what is the problem that I can solve, and how can I help them get over that?

[00:20:07] So that's like the context piece. That's where you're sitting on the shelf. Now we're gonna talk about determining your contrast. So this is your

unique selling proposition here. So they choose me because I infuse strategy into all of my services. That may be one another is I am their marketing strategist and partner.

[00:20:30] So instead of just, Hey, I can design a pretty website, tell me what you want, and I'll design it. You come in and say, we should design the website this way, or We should do these SEO services because of this, then you can do that there. I help with positioning, messaging, and not just design, and that's one of my unique selling propositions is I usually help with copywriting.

[00:20:52] I help with messaging, I help with positioning to help my client get their [00:21:00] message and get their product across to the right people. So it's not just design, it's a lot of brand strategy, messaging, positioning. Another one for me personally is I'm not super professional or corporate, and that's just who I am.

[00:21:15] Like I use, you know, become the whole damn vibe. I even have on my business card look damn good and I've actually gotten a client because of that. I, quick story, I repelled one person when I told them, Hey, like, look at my new business card. And they were like, seriously, you put that on your business card?

[00:21:34] And they thought it was super unprofessional. Kind of felt bad for a second, but then the next time I went out networking, I handed my business card to somebody and she goes, oh, I knew from the second I saw look damn good on your business card. You were the person for me, because I had been dealing with the people that were super professional in corporate and they just didn't get my vibe.

[00:21:55] Like, I haven't even launched my website yet because I've had two people work on it and they're not [00:22:00] getting it. It looks so tempy, it looks very, you know, too professional. And that's just not my vibe, that's not my business. So I stood out to her because I was not super professional or corporate.

[00:22:12] Not saying you have to be one or the other, but whoever you're trying to attract. You're gonna attract because of your, you know, your vibe. And then I truly get their vision and vibe. I spend the time with my clients to truly understand what they're looking for and how I can bring their personality out within their brand.

[00:22:29] And then I provide the entire branding experience. I have veered away from doing one-off business cards and touch points, unless it's a client that I already have. Then I'm comfortable doing that stuff, but I don't like to just. Do a logo or just design like a one page website anymore, I'm past that point.

[00:22:48] I wanna create the entire brand experience, the logo, the color, colors, fonts icons, the whole messaging piece around it, the [00:23:00] business strategy, all of those things. Like I really wanna hone in on that instead of just doing. One-off things. So, but if you love doing those things, there's a market for that too.

[00:23:10] So that's the contrast between you and me, is I like doing those things so the people that want those things are gonna come to me. Whereas the people that want the one-off services, or they just want a website and don't wanna have to, you know, tie it in with their whole marketing and they just want it to look good, then there are plenty of opportunities for that too.

[00:23:30] So, remember that. Context gets you considered and contrast gets you chosen. So if you don't remember anything else from this presentation, remember these two things. Context gets you considered contrast, gets you chosen, and now I have a special treat for all of you. So I am launching a mini course. It is present like a pro, and it [00:24:00] is completely free.

[00:24:01] Normally a value of \$97 and it contains two of my exact presentations and templates that I used in my networking group, in person, and even my slide deck that I use for sales hopping on discovery calls. And I've booked seven calls because of this presentation that I gave one time and it was a 10 minute presentation and I've already had two people.

[00:24:29] Go ahead and sign on with me from that. And then I've had numerous people convert because of the sales discovery presentation that I have there. So all of that equates with some pretty good value. And then I also give a walkthrough and the strategy behind why it works, why I present like this, and what the, the presentation positioning is behind that. And then I even send follow up emails and a little bit more about the strategy, especially with the in person one that got such a good response. And [00:25:00] then we have the offer positioning tips so that people instantly get your offer. I know that it can be so hard to.

[00:25:07] Kind of see that and making your offer super, super clear. A lot of the times we can get in the weeds about our own offers. So I wanted to give you some offer positioning tips as well, so it's kind of like an extra layer to this

presentation, and you'll just go to visualvibedesign.com/present. And you can find the mini course and you are gonna be all good to go.

[00:25:29] So if you have any questions, let me know. And I would love if you would tag me on social media at Visual Vibe Design. I'm most active on Instagram, but thank you so much for watching this presentation and I hope you enjoy the rest of the SEO Surge Summit. Thank you.