



# Frontera Profit-Led Branding Framework

<p><b>◆ Customer</b></p> <p><b><u>Trigger-to-Outcome</u></b> What's the real progress customers are trying to make?</p> <p><b><u>Segmentation</u></b> Who are the customers trying to make this progress?</p>	<p><b>◆ Competition</b></p> <p><b><u>Competitors</u></b> What are the main alternatives to our firm?</p> <p><b><u>Key Competitive Factors</u></b> What are the factors everybody is competing on?</p>	<p><b>◆ Company</b></p> <p><b><u>Competitive Advantages</u></b> What gives us an edge over the competition?</p> <p><b><u>Tradeoffs</u></b> How can we turn our weaknesses into strengths?</p>
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**◆ Positioning**

<p><b><u>Ideal Client Profile</u></b> What segment is a profitable and easily accessible target?</p>	<p><b><u>Market Category</u></b> How are we going to define what we do?</p>	<p><b><u>Frame of Reference</u></b> In what context are we going to introduce our firm?</p>	<p><b><u>Onlyness</u></b> What attributes will make us the only one?</p>
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**◆ Verbal Brand Identity**

<p><b><u>Ideology</u></b> What's our firm's point of view and how does it affect what we do?</p>	<p><b><u>Messaging</u></b> What are the core messages we'll communicate to the market?</p>	<p><b><u>Narrative</u></b> How are we going to connect our firm to clients' problems?</p>
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**◆ Client Acquisition**

<p><b><u>Funnel</u></b> What are the channels we'll use to acquire clients?</p>	<p><b><u>Offers</u></b> How are we going to package the value we deliver?</p>	<p><b><u>Metrics</u></b> How can we turn our success into a numbers game?</p>
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**◆ Execution**

<p><b><u>Go-to-Market Plan</u></b> How are we going to turn everything into reality?</p>	<p><b><u>Home Page Copy</u></b> What should we say on our home page to hook prospects in?</p>	<p><b><u>Thought Leadership</u></b> What should we say on different channels to show our expertise?</p>
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**Unique positioning**  
**+**  
**Bold message**  
**=**  
**Thriving consultancy**

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Want to differentiate your firm?

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