

### The Problem

What's the main problem we solve for the customers?



### Customer

#### Customer Outcomes

What's the real progress customers are trying to make?

#### Segmentation

Who are the customers trying to make this progress?

### Competition

#### Competitors

What are the main alternatives to our brand?

#### Key Competitive Factors

What are the factors everybody is competing on?

### Company

#### Competitive Advantages

What gives us an edge over the competition?

#### Reframing

How can we turn our weaknesses into strengths?



### Strategy & Positioning

#### Comp. Factors to Exploit

What are the factors we are willing to compete on?

#### Target Customers

What segment is a profitable and easily accessible target?

#### Our Market Category

How are we going to define what we do?

#### Onlyness

What attribute will make us the only one?



### Verbal Brand Identity

#### Manifesto

What do we believe in and how does it affect what we do?

#### Messaging

What are the core messages we'll communicate to the market?

#### Narrative

In what context are we going to introduce our brand?

#### Tagline

What's the phrase that captures our promise and difference?



### Marketing Strategy

#### Funnel

What are the channels we'll use to acquire customers?

#### Offers

How are we going to package the value we deliver?

#### Metrics

How can we turn our success into a numbers game?



#### Action Plan

How are we going to turn everything into reality?



#### Home Page Copy

What should we say on our home page to hook prospects in?

**Unique positioning**  
**+**  
**Bold brand**  
**=**  
**Thriving business**

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Wanna work together to grow your business?

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