

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

Wanna work together to grow your business?

Fill out [the form here](#) to chat.

