



the brand experience

a pro guide to branding, finding your
essence and building a brand that has
your voice and is all about engagement

part 2
what you do

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branding + design

what ^{part 2} you do

Once you have determined who you are and where you envision yourself to be headed, the next step of The Brand Experience is determining exactly what it is that you do, how you bring value and what makes you different from the rest.

what you do what you actually sell or offer, whether it's a physical product or a service
what you really do the intangible needs that are being met through your offer

Taking advantage of what you do is done by determining your Unique Selling Proposition (USP):

unique selling proposition (usp)

A USP is "the factor or consideration presented by a seller as the reason that one product or service is different from and better than that of the competition." In other words, it's what makes you unique and what determines why your audience should purchase from you instead of your competition. It's very rare for a business to be one-of-a-kind and completely unique, but each company and individual have characteristics that make them at least slightly different from each other and these differences are the ones that will resonate in your target. The idea behind an effective USP is finding a space in a saturated market in which your offering can be seen as unique. Developing an effective USP will help you get the right audience (more on that later) and have them pay attention to you.

how to determine your usp

1

put yourself in your customer's shoes. understand what they really want and what need is being met. understand the characteristics that customers value. go beyond the basics and define criteria that they use when making decisions.

2

why would your customer buy from you instead of your competition? what makes you or your product/service so special? what are the biggest distinctive benefits that your audience receives from you? what's in it for them?

3

a strong personality can be incorporated into a brand's usp. a strong personality can go a long way when it aligns with what you are offering and resonates with your audience. putting your personal stamp can make you unique.

4

bragging rights: what have you achieved so far that makes you special and different from the rest

part 2 what you do



Finally, you should study your competition in order to figure out what your competitive advantage is. Once you take into consideration all of the parts of what you do, you can come up with a positioning statement for your brand.

finding your competitive advantage

A competitive advantage is an advantage a brand has over its competitors allowing it to have an edge over its rivals. This can be gained by offering clients better and greater value.

You find your Competitive Advantage by evaluating your competition and defining the needs they are meeting for your audience. How do you compare? In what areas are you stronger than they are? In order to develop a Competitive Advantage, a brand must offer value in areas that competition is not delivering. You must have resources and capabilities that are superior to those of competitors.

defining a positioning statement

A positioning statement is a statement that articulates your brand's unique value to your customers in relation to your competition. It's an expression of how you fill a particular need over others. It's the mental position in which your brand lies in your clients' mind.

writing a positioning statement:

for **[target market]**, **[the brand]** is the **[competitive advantage]**
among all **[frame of reference]** because **[unique selling proposition]**