

the brand experience

part 2 what you do

Part 2 is about what you do

1. What do you do?

Describe the product or services you offer

2. What do you really do?

What needs are being met through what you do?

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unique selling proposition (usp)

3. Why would customers buy from you instead of your competition?

What are their benefits from buying from you?

4. What values/aspects from your personality are part of your brand?

5. Bragging rights

What have you achieved so far that makes you more special?

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finding your competitive advantage

Competition

Strength

Needs met

How you compare

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6. What's your Competitive Advantage?

In what areas are you better than your competition?

defining a positioning statement

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

7. Write your own Positioning Statement