



MAXIMIZE VALUE

# THE ART OF BRAND POSITIONING

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# POSITIONING CONTEXT

## IT IS A NOISY WORLD

Have you ever wondered why some brands generate tremendous traction? Have you ever wondered why some people always seem to get the promotion over their peers? Why is that some brands stay relevant over the scope of many years and others quickly disappear in the marketplace after a short stint of impact?

Many of those answers lie in understanding how they have positioned themselves to remain valuable and relevant. So what is positioning? Simply put, positioning defines how your product or service is the best at providing something that a clearly defined set of stakeholders cares a lot about.

In other words, positioning helps you decipher the following:

- Your Core Target Market
- Your Unique Value Add
- How to Craft Your Messaging

In today's world, there are more competitors than ever, and many of your competitors have more money to market their products than you do. That, in essence, is why positioning is so valuable today. The way we place our brand and our message is more important today than ever before. It is time to start getting this positioning thing right, and the following pages will show you exactly how to get started.

# STEP ONE DECIPHERING

Before you ever craft your messaging, and even before you identify your key stakeholders, you must decipher where you uniquely add value in the marketplace. Why would anyone choose you over a competitor? Why would they separate from their hard earned money and give it to you?

**The deciphering phase can be launched when you find comprehensive answers to the following branding questions:**

1. What relevant problems do you solve in the marketplace?
2. What features, benefits, and capabilities do you provide that other competitors do not?
3. In what ways are you different than the alternative solutions?

In selling anything, the first person you must sell is yourself. In other words, you must believe in these differentiators before you attract a segment of the market to believe in them. Answering these questions will help you become crystal clear on why you can be relevant in the marketplace today, and why you deserve a share of the market.

If you don't invest time in the deciphering stage of the positioning process, then you won't be able to jump to step two, which is all about identifying your target audience.

# STEP TWO TARGETING

In the deciphering stage, we successfully identified what we do and why it matters in the context of business. Now it is time to identify who cares about your product or service, and the benefits you offer.

The first thing to do in this phase is to go to your best customers and ask them what they would do if you didn't exist. What we are looking for here is the answer to what are our true "comparables"? One area that most people miss in this segment of positioning is that they don't comprehend their competitors. Once you know what to compare yourself to, then you can comprehend what makes you unique to the potential buyers. Without that context, establishing differentiation becomes nearly impossible.

Then, the next step is to be able to answer this question with tremendous depth. The question is this: What problem do you solve for your customers and who in the marketplace cares a lot about that problem? Why do they care so much?

Answering those questions will provide you with insight regarding where to most efficiently channel your marketing resources. Remember, we can't craft our messaging if we don't understand our audience. The messaging must be completely tailored to the demands of our target market. If you have created clarity about your target market, then we can jump to step three which is designing the language for captivating our target audience.

# STEP THREE MESSAGING

Most competent leaders can become proficient in the Deciphering and Targeting phases of positioning. Where most of us miss the mark is in the **MESSAGING** phase of positioning.

Marketing 101 teaches us to communicate in terms of our product's (or service's) features, benefits, and capabilities. But it's 2020 now, and attention spans are shorter than ever, and the fight for mind-space has never been more vicious. That's why our messaging must be connected to only the salient points, and the context of relevancy.

## **MESSAGING PART 1 - SALIENT POINTS:**

In today's world of positioning, there is no such thing as a one size fits all messaging campaign that will work across the board. Everything must be tailored. Or customized. No exceptions. When you align only the salient points with your specified target prospects and you can begin craft a tailored message.

## **MESSAGING PART 2 - RELEVANCE:**

If you are irrelevant, you'll never win. Answer this question and you'll be on the right track: What context makes your value relevant to your target audience? Or you may think of this way... What current problem is your target audience facing and why do they need it solved right away?

## THE ART OF POSITIONING SUMMARY

TAKE A LOOK AT THE DOORS BELOW? WHICH ONE ARE YOU?

If you can honestly say that you are one of the off-white doors, well, at least you know.

If you think you are the yellow door, then you've probably successfully answered the questions in each of the three core phases of brand positioning. And, if you are the yellow door, then what can you do to create a more captivating yellow? In what ways can you take it to the next level?

If you are truly one of the off-white doors, it is time to start **DECIPHERING, TARGETING, AND MESSAGING.**

You now have the tools you need to help get you started with positioning your brand. If you would like more guidance on where to go and how to get there, we exist for that reason. Please engage with our experts at [www.maximizevalue.com](http://www.maximizevalue.com) and we would be honored to provide a free consultation on how to make this content come alive in your business. Be great!



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