

THIS IS POSITIONING

No brand deserves
to be boring.

How to stock your brand strategy from here to
eternity by writing a single sentence.
(Even if you haven't the first clue what makes
you special, different, or The One.)

A **BRANDTHROPOLOGY**
101



Pimer & Workbook with
Octo Ophelia, chief
cephalopod in charge of
cheerleading and teachable
moments



1

Stock your brand strategy from here to eternity.

You hanker for words and ideas that will inspire intention and action from your audience. They need to spark real engagement. You crave content that converts. you need the words, images, and actions that turn casual observers into raving fans...and raving fans into paying clients.

This is where most people get really, really stuck. How do you even know what to talk about and to whom? How can you expect anyone to make a deep connection with your product or project if all of your stuff is just so basic?

Thankfully, some Donna Draper-type has figured out how to answer this question with a winning formula we know (and love) as the Positioning Statement, a staple in any modern marketing mix/brand strategy.

Lucky for me, my branding mentor taught me how to do it. And lucky for you, I'm gonna show YOU how to do it.

The process of positioning is answering these five questions:

- Who are your people?
- What do they need?
- Who are you?
 - What do you deliver?
 - Why are you The One?



...weaving them all into a sentence is creating a Positioning Statement.

Do not gloss over these five questions, marketing mavens, mxs, and masters. The more bandwidth and deep thinking you apply here, the more nuanced your brand. The converse is also true, the less you apply to this exercise, the weaker and less developed your brand.

Crafting a strong positioning statement is one of the most powerful ways you can set your messaging, develop your content, and enrich your brand voice.

2

Do it with Positioning.

Most entrepreneurs and high-achieving professionals have a vassing complaint: when it comes to marketing, I don't know what to say.

This kind of internal handwringing can cause communication paralysis. We know we need to make real connections, beyond the likes, loves, and retweets; the magic is in the comments... and for that to happen, things need to be comment-worthy. You know what is a whole lot easier to execute across a robust and meaningful brand/content strategy? A plan, that's what. Stop pacing the room wrestling with the daily struggle that is "hmmm, what to post on social...what to blog...what to email..."

Niche, shmiche. I am all about positioning. When it comes to marketing your people, products, programs, or places, it's best to write your copy/content from a place of positioning in a brand voice that is relatable, accessible, and instantly recognizable.

Positioning is a marketing concept and exercise that helps anyone who is pushing forward a project, product, place, or person into the business or social arena and needs to be able to talk about it.

You need a blend of content and context that inspires, educates, motivates, and demonstrates. Content borne of strong positioning gets far more response and engagement. It is focused, steeped in brand value, and peppered with pitch-perfect messaging.

One savvy professional shares, "As a copywriter, I have noticed a dramatic difference in the quality of work that has the full-benefit of Positioning. When I have the key turns of phrases and predetermined ideas, the content flows. I can write faster, more effectively, and markedly more nuanced. When I don't, I am spending too much time arms folded, in a staring contest with the cursor."

Start making your intensely committed audience very happy by talking to them about the things they care about in a voice they can relate to and respond to.

From a brand strategy perspective, here's the hot take—no matter what your project, motivation, or mastery, once you have nailed it with your positioning, the world is your oyster. How are you gonna shuck it?

How I "do positioning" is by creating a Positioning Statement. This primer is about using the Positioning Statement as a tool for positioning, branding, messaging, and inspiring calls to action.



Worksheet 1:

Create a Positioning Statement

Write a single sentence that encapsulates all the intersecting angles of your market position. Seriously.

For communication strategies and their stewards who need to write the copy, curate the photos, and design the graphics for a potent, powerful, and practical marketing mix, Positioning delivers clear answers to WHO-WHAT-WHERE-WHEN-WHERE-WHY because content needs context.

Who are your people?

Who is smack dab in the center of your target? You'd like a hundred more of them....<drool>. Visualize your favorite person to work for. Identify the things they have in common.

What do they need?

Think beyond the products and services you want to sell people. What do they really need? What are they seeking to improve? How would you and your thing positively impact their day to day?

Who are you?

This is no time to mince words— tell ‘em what you do. Only a straight shooting business model will frame this conversation. If there was ever a time to just say what you are, this is it.

What do you deliver?

What are your products and services? What do you bring to the table? These are the things you’re actually delivering. Your service model. Is it blueprints and plans? Is it 1:1 coaching? Is it cookies and cupcakes? Say what you make/do. Don’t embellish, but don’t sell yourself short.

Why are you special / different / The One?

Steel yourself for introspection, this work is not for the weak of spirit. You must try to visualize your business within the greater context of your “why,” rather than your “what.” What does the world gain because you are doing THIS work— and not spinning your wheels doing something else?

Worksheet 3:

Stock Your Brand Strategy

Start making a small group of intensely committed people very happy by talking to them about the things they care about in a voice they can relate and respond to.

Stay extremely focused in your messaging to radiate and resonate, this is a brand that people can believe in. Brainstorm key ideas, catchy phrases, and relevant rubrics.



[FOR] Who are our people?

This is the center of our target. Talk only to them. Other people will still find the conversation interesting, I promise. (e.g., You don't have to be an athlete to love Nike.) Discuss what's of interest to them. Acknowledge their struggles. Make them feel seen. Celebrate their victories. Feel their pain. Help them see themselves as part of a community.

[WHO NEED] What do they need?

Your people have some pretty powerful things in common. They all need something that you can make manifest with your products and/or services. Breadcrumb the Buyer's Journey by immersing yourself in their needs, their problems. Show them how you can change their lives for the better. Tell them stories where you already have.

[<YOU> ARE/IS] Who am I?

Listen, friends, mamma has a lecture: This is no time for trendy marketing language. If you are a makeup artist, you are a makeup artist. No one can understand "personal branding transformation coach." This matters because when people are confused, they walk away. When your marketing works, you have the floor—for a hot minute. Make it make sense. (You can be cute another time and/or in other ways.) You're here to help them. Help them understand why what you do is so dang important / interesting.

[THAT DELIVERS] What do I sell?

Give them a menu. Help your audiences understand what to buy and how to buy it. Workshops, coaching, and keynotes? YES! Bookkeeping and virtual CFO stuff? Winner. Sounds good. All-in-one-video-production services? Great. Super, now I know who to call. Promote your products and services in a way that paints a clear path to purchase.

[BECAUSE ONLY] Why am I the One?

Is this the work they need? Why? What makes you a better fit than the “other guy?” Get on your soapbox! This is how you differentiate yourself; own it. The stories around your “why” are the things people truly connect with. Be a voice for <YOUR THING> and a champion for how it helps.

3

About this Positioning Primer and DIY Workbook

I cannot think of a single more impactful exercise in building a compelling brand than writing a Positioning Statement. If I had a magic wand (and an uber-futuristic intellectual supply chain system), I would grant every entrepreneur, brand builder, and marketing magician the power of being really, really good at positioning. It's not rocket science, but it is deeply intuitive and introspective. It is my sincere hope that this paint-by-numbers procedural ups your acumen and inspires you and your team to do the work in celebration of a culture of content. ✨❤️ Rebecca

Hi, I'm Rebecca Gunter,



first person narrator of this Branding Primer

It's my mission to help fierce/fearless entrepreneurs and enterprise organizations ripen a brand worthy of attention, instant recognition, and absolute authenticity and spin it into marketing gold.

Thanks for joining me on this magical Joint [Ad]Venture, surfing the waves of brand strategy and deep sea diving in the depths of positioning and messaging. Communing with nurture for the win.

Yours in positioning prowess and business badassery,

– *Rebecca*

PS: Are you picking up what I'm putting down? Swim in my own culture of content at RebeccaGunter.com

PPS: Are you looking for this kind of brand magic for your own business and you are NOT the DIY-type, I got you. Future favorite clients, apply at mybrandventure.com.













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Friends, join me on a journey to the center of the see ••...<dry cough> <taps mic> <clears throat>....

This **Branding Primer** and **DIY Workbook** is here to help anyone get good at one of the most influential tools in our marketing tackle box. Learn how to write a single sentence that will transform the way you “do” marketing and get a seaside seat as I demonstrate how to apply it in copy, with content, and by design. Master the concept of Positioning and revel in the dynamic ways that you can put it into play in content marketing.

-  Confidently write a positioning statement for any project
-  Clearly call out the exact kind of people you like to work with
-  Get great at the fundamental marketing concept of Positioning
-  Choreograph your offerings and marketing mix
-  Deliver gold-star worthy answers on DIY-worksheets
-  Stake your claim in your industry and expertise
-  Feed your branding brain and celebrate self-directed education
-  Dance in your brand til the early prawn
-  Meet the chief cephalopod in charge of cheerleading and teachable moments
-  Crystallize and articulate your messaging
-  Let positioning wash over your marketing and communications
-  Swim serenely in your culture of content

