

WIC Circle



How to Position Your Brand

Positioning your brand is vital. Here's how to nail it



2024





Hi there, I'm Linda or Lini for friends. Welcome to WIC (Women in Charge) Circle, where I provide downloadable digital products offering reliable resources, time-saving tools, and a supportive community tailored to your journey. Whether you're balancing a 9-5 job trying to find time to build your first business or navigating the challenges of entrepreneurship while raising a family, I understand what you're going through, I've been there.

My personal journey from Monaco to Bangkok intersects with over two decades of diverse industry experience. As a seasoned entrepreneur, I've navigated the complexities of marketing, sales, and event management, honing my skills as a leader and connector. Through my ventures as a Co-founder and COO, I've witnessed firsthand the power of empowering teams and crafting compelling visions. Despite the challenges and triumphs along the way, my dedication to supporting women remains unwavering.

Today, I'm excited to share my expertise with you through this guide, tailored to effectively apply brand positioning for entrepreneurs like yourself. In the fast-paced world of entrepreneurship, time is precious, and I've crafted this guide to be straightforward and actionable.

From practical tips to inspiring success stories, I'm here to guide you every step of the way. So let's dive in, skip the unnecessary chatter, and embark on this journey of empowerment and growth together.

Linda



Summary

Marketing, often seen as a labyrinth of complex strategies and baffling jargon, is, in reality, a series of tactical maneuvers. It's about understanding **who you are**, **what you offer**, and **why it matters**. It's about carving out your niche in the market and communicating your value proposition with clarity and confidence.

These are the steps we are going to go through in this guide.

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Understanding Brand Positioning

Imagine you're about to launch your new product after investing endless time and effort into defining its unique selling points and brand identity. But how do you ensure that your marketing efforts truly reflect your brand? The answer lies in **positioning**.

Positioning is the cornerstone of your branding strategy, influencing how your target market perceives your business. It shapes every aspect of your communication with customers, from your website to your social media presence. Effective positioning not only resonates with your audience but also guides you and/or your internal teams, enabling them to deliver consistent and on-brand experiences.

So, **what exactly is a positioning statement?** It's a concise description of your product or service and how it meets the needs of your target market. This statement aligns your marketing efforts with your brand and value proposition, providing a clear vision for your business.

Crafting a compelling positioning statement is crucial because it allows potential customers to **grasp your business at a glance**. They want to understand how your product stands out and why they should choose you over competitors.

But what's the purpose of a positioning statement? Simply put, it communicates your brand's value proposition to your ideal customers and frames your identity and goals within their experience. To create one, you'll need to define **who you serve, what value you offer, how you position your offer, why you're in business, and what sets you apart** from the competition.

Now that we've clarified these distinctions, let's delve into the core elements of strategic market positioning that you need to understand to craft an effective positioning statement.

"Mission Statement vs. Positioning Statement"

A mission statement defines your business's purpose in the market, guiding every aspect of its operations. It answers the question **"why"** your business exists. Conversely, a positioning statement summarizes the value your brand, products, and services bring to the target market. It's more focused on answering the "what."

Unlike a mission statement, a positioning statement isn't public-facing. It serves as an internal tool to align marketing efforts with your brand's value proposition.

Example of a Mission Statement (highlighted in *Italic*) : "GreenLife Organic Skincare is dedicated to providing eco-conscious individuals with luxurious, natural skincare products that enhance both skin health and environmental sustainability, *promoting a harmonious balance between personal well-being and planetary stewardship.*"

"Value Proposition vs. Positioning Statement"

Both the value proposition and positioning statement are crucial in your marketing strategy, but they serve different purposes. Your value proposition describes **what makes your product or service unique** and **highlights the benefits it offers to consumers**.

In contrast, a positioning statement is broader and identifies the primary customer benefits, explaining why someone needs your product or service.

Example of a Value Proposition (highlighted in Italic) : "GreenLife Organic Skincare offers eco-conscious consumers skincare solutions that prioritize skin health and environmental sustainability with *ethically sourced, organic ingredients*."

Now, let's explore the core elements of strategic market positioning:

Target Market: This defines the group of consumers you're targeting with your product or services. It's essential to narrow down your target audience to maintain integrity and differentiation within your brand.

Product Positioning: Focuses on the benefits your product offers rather than just its features. It tells the story of how your solution improves your customer's life.

Market Category: Defines a specific segment of the market. Understanding your market category helps you identify your competition and position your brand effectively.

Customer Pains: These are the problems or issues your target audience faces that your product or service can solve.

Brand Promise: It's what your target audience stands to gain from using your product or service.

Brand Identity: The personality of your business, including visible factors like logo design and invisible ones like values and voice.

Values: These guide your business's decisions and create its culture, leaving a favorable impression on your target audience.

Once you have a solid understanding of these core elements, you can craft an effective positioning statement. Make sure to develop your business's value proposition and understand your target audience's pain points before crafting your positioning statement.

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Create a Vision Board

Positioning statements are written documents. Since they don't include images, video, or other visuals, it can sometimes be challenging to communicate what your business is, who it serves, and why that matters in just a few sentences.

To bypass the initial blank page syndrome, create a **vision board** instead.

This approach is grounded in research, which suggests that emotional responses are closely tied to visual stimuli.

To harness this emotional connection, curate images that depict your ideal customer in situations where they would benefit most from your product or service. Pay attention to the emotions conveyed in these images, the individuals surrounding your target audience, and the actions they're taking to address their needs.

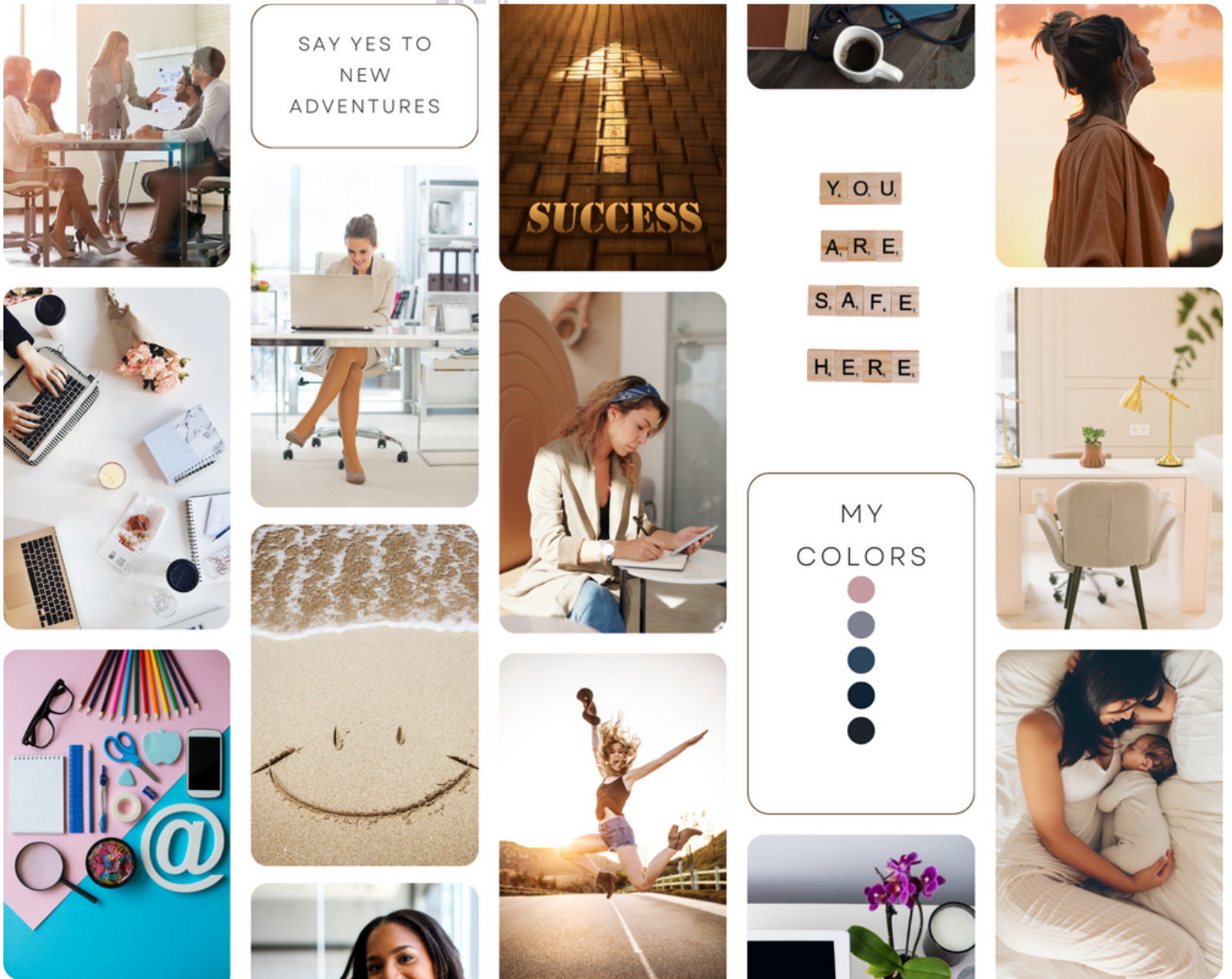
By crafting a vision board that encapsulates your target audience's experiences and challenges, you can breathe life into your positioning statement, making it more tangible and resonant with your audience.

- Start by collecting images that align with your brand's values, your ideal customer's lifestyle, and the benefits your product or service offers.
- Utilize platforms like Pinterest, Unsplash, or conduct a Google search to find relevant images.
- Arrange the selected images on a digital or physical board in a coherent manner, ensuring they tell a story that reflects your brand's messaging and positioning.
- Consider the emotions, activities, and environments depicted in each image to ensure alignment with your brand's identity.
- Whether you choose a digital board using tools like Canva or a physical one using poster board and magazines, aim to create a visually compelling representation that resonates with your target audience.

02

Create a Vision Board

Below is an example of how your vision board could look like. But feel free to use any medium yo prefer : a physical board, Pinterest, Canva, a PowerPoint, Google Slides, Notion ...



[Click HERE to use the template for this Vision Board](#)

03

How to Position Your Business

Positioning is about crafting a crystal-clear statement that defines the problem you're addressing and why your solution stands out, laying the groundwork for all aspects of your business journey.

To create your positioning statement, follow these steps:

- **Start with your audience:** Think about who your product or service is for and what they need. For example, if you're targeting busy professionals who struggle to find time for healthy meals, your audience might be "busy working professionals."
- **Assess strengths and weaknesses:** Take a close look at what makes your offering unique and how it compares to competitors. If your meal delivery service uses locally sourced, organic ingredients and offers customizable meal plans, those could be strengths you highlight.
- **Craft your statement:** Use a formula like this one: "For (Target Market), (Product name) is a (Market category) that (Value proposition). Unlike (competing alternative),(Product name) (Brand Promise)"

For example: "For busy working professionals, QuickEats is a meal delivery service that offers healthy, customizable meals made from locally sourced, organic ingredients. Unlike other meal delivery services, QuickEats prioritizes convenience without compromising on quality or nutrition."

- **Keep it human:** Avoid industry jargon and buzzwords. Make sure your statement is relatable and easy to understand for your target audience.

Once you have your positioning statement, use it to guide your decision-making, messaging, and product development. It should serve as the guiding light for your brand identity and help you stand out in a crowded market.

Remember, your positioning statement isn't a tagline – it's an internal tool to align your team and set the direction for your business. However, a strong positioning statement can inspire catchy taglines that resonate with your audience.

By honing in on your unique positioning early on, you'll not only clarify your business's identity but also make future decisions – from branding to product features – much easier. Plus, it can be a powerful asset in fundraising conversations, showcasing your clarity of thought and vision for success.

As you develop your product or service, let your positioning evolve alongside it. Consider how your offering fits into the market landscape and how you can effectively communicate its value to your target audience. And remember, while your positioning may adapt to different demographics or campaigns, it should always reflect the core essence of your brand.

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How to Position Your Business

Craft your Statement Formula:

"For (Target Market), (Product name) is a (Market category) that (Value proposition). Unlike (competing alternative), (Product name) (Brand Promise)."

Example: "For busy working professionals, QuickEats is a meal delivery service that offers healthy, customizable meals made from locally sourced, organic ingredients. Unlike other meal delivery services, QuickEats prioritizes convenience without compromising on quality or nutrition."

Feel free to experiment with the template below to craft your Statement. It's common to iterate on different versions before finding the perfect fit

"For _____, _____ is a
_____ that _____. Unlike
_____, _____
_____."

"For _____, _____ is a
_____ that _____. Unlike
_____, _____
_____."

Pro Tip: To jargon-proof your positioning statement, have friends who are unrelated to your business review the statement for you and give feedback. They'll make meaningful observations that you may have overlooked

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How to Name Your Company

Here's a step-by-step guide to help you navigate the challenge of naming your startup:

- **Understand Your Naming Options:** There are three main routes you can take when it comes to naming your startup:
 - **Descriptive:** Clearly states what your business does, like Whole Foods or Toys "R" Us.
 - **Suggestive:** Evokes or suggests what your business is about, like Amazon or Mint.
 - **Fanciful:** Has no direct connection to your business, like Adobe or Apple.
- **Consider the Pros and Cons:** While fanciful names can be more memorable, descriptive or suggestive names can help with positioning and differentiation. Consider the trade-offs and which approach aligns best with your brand values and goals.
- **Brainstorm Using Your Positioning Statement:** Break down your positioning statement into nouns and verbs, then create lists of synonyms for each meaningful word.
- **Experiment with different combinations,** including:
 - Acronyms and abbreviations: MAC, AT&T, CVS
 - Real people's names: Air Jordan, Cliff Bar, Dyson
 - Matter of fact: Dunkin Donuts, Pizza Hut, The Shoe Company
 - Compound words: Airbnb, FoYo, PayPal, Salesforce, Facebook
 - Made up word: Expedia, Verizon, Etsy
 - Misspelled or missing vowels: Tumblr, Reddit, Lyft
 - Real words (Apple, Gain)
 - Affixes (Blogger, Contently)
 - Truncations (Cisco - clipped version of San Francisco)
 - Other languages (Reebok, Asana)
- **Get Feedback:** Share your shortlist of name options with your team, friends, and family to gauge how they resonate with different people.
- **Prioritize Your Criteria:** When evaluating name options, prioritize factors like:
 - Trademark and domain availability
 - Distinctiveness
 - Reflection of key messaging
 - Sound and ease of pronunciation
 - Appearance and length

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How to Name Your Company

- **Avoid Getting Attached:** Lastly, be careful when using working or code names in case you get too attached. It's easy to get stuck on one name even if it's not ideal. To prevent this from happening, choose a crazy interim name that you know definitely won't work or isn't available

By following these steps and considering your options carefully, you can overcome the challenge of naming your startup and find a name that reflects your brand identity and resonates with your audience.

I've put together a helpful worksheet to assist you in brainstorming the perfect name for your company. This worksheet provides structured guidance and exercises to stimulate your creativity and refine your ideas.

Click the link below to access the worksheet and kickstart your journey towards finding the ideal name for your business.

[Click Here](#) >

Pro Tip : MAKE SURE YOU LOVE IT !!!

It's essential to truly love your chosen business name and feel entirely comfortable sharing it with the world. That's why I advise generating numerous ideas and carefully considering them before making a final decision—don't rush the process expecting instant success!

Additionally, keep in mind that while companies often rebrand, it's a costly and time-consuming endeavor. Aim to select the right name from the outset to give your business the best possible beginning.

DON'T MISS OUT!



My Etsy shop is packed with valuable resources to streamline your Business. Get started with a special discount using the code below:

WIC2024

SHOP NOW! @WICCIRCLE

05

Steps for Compiling Branded Materials

Once you have your company name, if you're aiming to craft a logo for your business, a **robust logo design brief** is essential.

Whether you're designing the logo yourself, utilizing a logo generator, or collaborating with a designer, a detailed logo design brief ensures that the resulting logo effectively embodies your business. Freelance designers often provide questionnaires to gain insight into your brand and tailor the logo accordingly.

Additionally, it's crucial to determine the specific deliverables you require for your project.

Here's a simplified breakdown of how to create a creative brief:

- **Understand the Purpose:** A creative brief is a concise document that guides the development of various creative assets for your business, such as logos, websites, and videos.
- **Why Write It Down?:** Although some may think a verbal briefing suffices, documenting the creative brief ensures clarity and consistency in your creative endeavors, whether working with agencies or tackling projects in-house.
- **Size Matters:** Keep your creative brief concise, ideally one or two pages long. This brevity ensures clarity and focus while communicating essential details about your product, goals, and competitive landscape.
- **Key Components:** A comprehensive creative brief includes:
 - **Background:** Basic info about your company, product, and launch plan.
 - **Audience:** Define your target demographic and create a profile of your ideal customer.
 - **Positioning:** State your unique selling proposition clearly.
 - **Competitive Audit:** List competitors and highlight your main rival.
 - **Messaging:** Key points you want your audience to grasp.
 - **Current Perception:** How people perceive your brand currently.
 - **Brand Attributes:** Adjectives describing your company's personality.
 - **Inspiration:** Examples of brands, logos, etc., you like and why.
 - **Deliverables:** Specify what you need, such as a logo, stationery, social media assets...
 - **Delivery Date:** Set reasonable deadlines for concepts and final deliverables.
 - **Budget:** Clearly state your financial constraints.
 - **Sign-Off:** Designate who has the authority to approve deliverables.
- **Define Your Audience:** Clearly identifying your target audience and creating a detailed profile of your ideal customer streamlines the creative process and ensures your messaging resonates effectively.
- **Personas:** Create a vivid persona representing your ideal customer. This helps everyone involved in the creative process understand who they're trying to reach and what motivates them.

By following these steps and including these key components in your creative brief, you'll lay a solid foundation for developing impactful creative assets for your business.

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Steps for Compiling Branded Materials

Below is a glossary of terms related to logo creation and deliverables for your reference.

- **Logotype:** A logotype, also known as a wordmark, is a logo comprised solely of text, typically the name of the company or brand, rendered in a unique and stylized font or typography. It may or may not include accompanying graphic elements.
- **Logo Mark:** A logo mark, also referred to as a symbol or icon, is a standalone graphic element that represents a brand or company. Unlike a logotype, a logo mark does not include text and relies solely on visual imagery to convey the brand identity.
- **Logo:** A logo is a visual symbol or representation that serves as the primary identifier of a brand, company, product, or service. It encompasses both logotypes and logo marks, as well as any combination of text and imagery used to represent the brand's identity. Logos are integral to branding efforts, providing instant recognition and conveying the essence of the brand to its audience.
- **Tagline:** A brief, memorable phrase accompanying a logo that reinforces the brand's message, values, or positioning. It's used in marketing to enhance brand identity and set it apart from competitors.
- **Logo Variations:** Different versions of your logo, such as full color, black and white, grayscale, and inverted, to ensure versatility across various applications.
- **Logo Files:** Digital files of your logo in formats like PNG, JPEG, and SVG, suitable for different purposes like web, print, and promotional materials.
 1. PNG files are lossless compression image formats suitable for online use, offering high-quality images with transparent backgrounds.
 2. JPEG files are compressed image formats ideal for photographs and complex images, often used for web and print purposes.
 3. SVG files are vector graphics formats that can be scaled without losing quality, making them suitable for logos and illustrations on websites and digital media.
- **Brand Style Guide:** A document outlining guidelines for logo usage, including color palettes, typography, and spacing, to maintain consistency in branding.
- **Social Media Assets:** Logo versions optimized for social media platforms like Facebook, Instagram, Twitter, and LinkedIn, ensuring your brand's presence is cohesive across all channels.
- **Stationery Designs:** Incorporation of your logo into business cards, letterheads, envelopes, and other stationery items for professional correspondence.
- **App Icons:** Customized versions of your logo adapted for use as app icons on mobile devices, ensuring brand recognition in digital environments.
- **Brand Mockups:** Visual representations of how your logo appears on merchandise, signage, packaging, and other real-world applications, aiding in brand visualization and marketing planning.

06

How to Prepare for Launch

For successful launches and campaigns, you need clear messaging that answers important questions and explains why people should care. To keep your message simple and effective, keep in mind and use these two acronyms.

- **Identify Your SOCO and SOCA:**
 - **SOCO (Single Overriding Communications Objective):** Determine the one most important thing you want your message to convey. Keep it simple and clear.
 - **SOCA (Single Overriding Communications Avoidance):** Identify the one message or aspect you want to avoid communicating, such as a potential weakness or problem.
- **Craft Your Key Messages:**
 - Build your messaging around your SOCO. For instance, if your goal is to emphasize simplicity, security, and user ease like Dropbox, ensure your messages reflect these qualities.
 - Consider your SOCA as well. For example, if you want to avoid being perceived as intrusive, focus your messaging on how your product enhances convenience for users.
- **Create a Communications Document:**
 - Compile all your messaging, including potential questions and answers, into one document.
 - Solicit input from trusted individuals to gather as many questions as possible.
 - Continuously update the document with new questions and answers, even after launching.
- **Study and Review Your Document:**
 - Review your communications document regularly to internalize the key points.
 - Aim to understand the content well enough to discuss it naturally without sounding rehearsed.
 - The goal is to feel comfortable discussing your brand and product confidently and authentically.

In conclusion, the journey toward brand and product confidence begins with solidifying your positioning. From there, every aspect of your communication falls into place. By crafting a clear and compelling message, you can effectively convey the importance of your endeavors, capturing the attention and engagement of your audience.

So, take the time to refine your positioning and messaging, ensuring that you can articulate the value of your brand and product in a compelling manner that resonates with your audience.

Thank you!

At WIC Circle, I'm dedicated to empowering aspiring women entrepreneurs like you. My downloadable and printable digital products are crafted to provide the reliable resources, time-saving tools, and supportive community you need to succeed on your entrepreneurial journey.

Whether you're balancing a 9-5 job with big dreams, or navigating the challenges of entrepreneurship while raising a family, I've been there, I understand you. My approach values work/life balance and celebrates the potential of women in business.

With WIC Circle you're not just starting a business; you're joining a movement of empowered women making a difference.

Connect with me to stay updated on the latest offers and freebies!



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Discover your potential, find your voice,
and redefine success on your own terms.