

TOTAL BPS

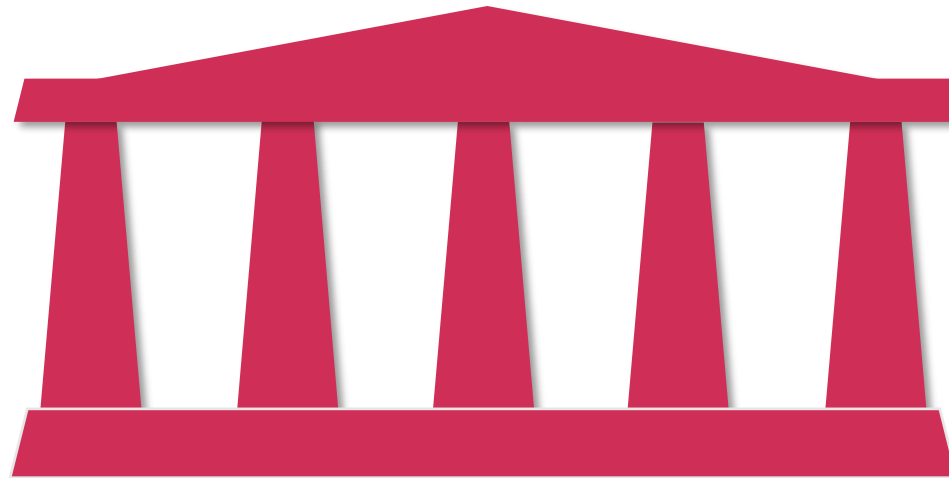
THE 5 PILLARS TO ESTABLISH YOUR BRAND IDENTITY
HOUSEHOLD NAME





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Brand Positioning Statement

A brand positioning statement outlines exactly what your company does, for whom, and what makes you different. The idea behind it is to create a unique niche for your brand in the minds of consumers within your category.

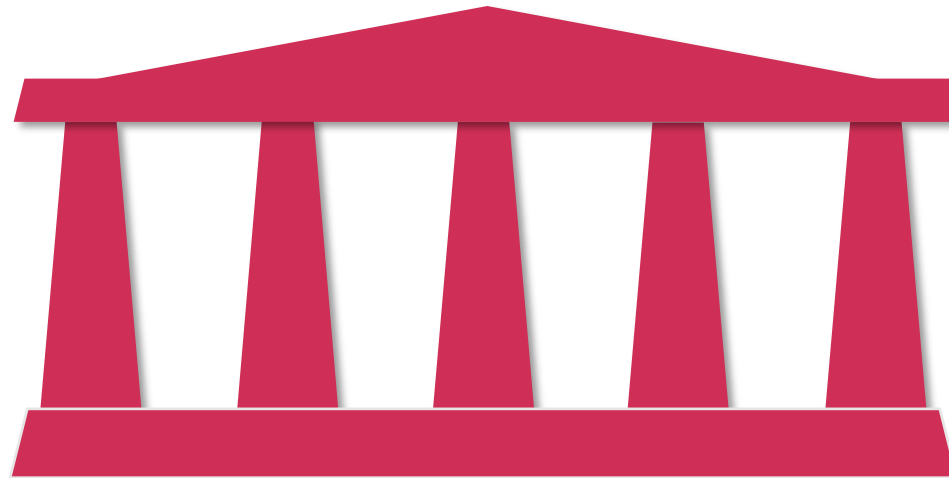
The typical Brand Positioning Statement definition is comprised of 4 parts;
the target, the category or problem, the differentiator or uniqueness, and the payoff.





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Brand Positioning Statement

And to walk you through it in a comprehensive way to get to the Brand Positioning Statement we created this framework called

Total BPS – Your Brand Identity Household Name.

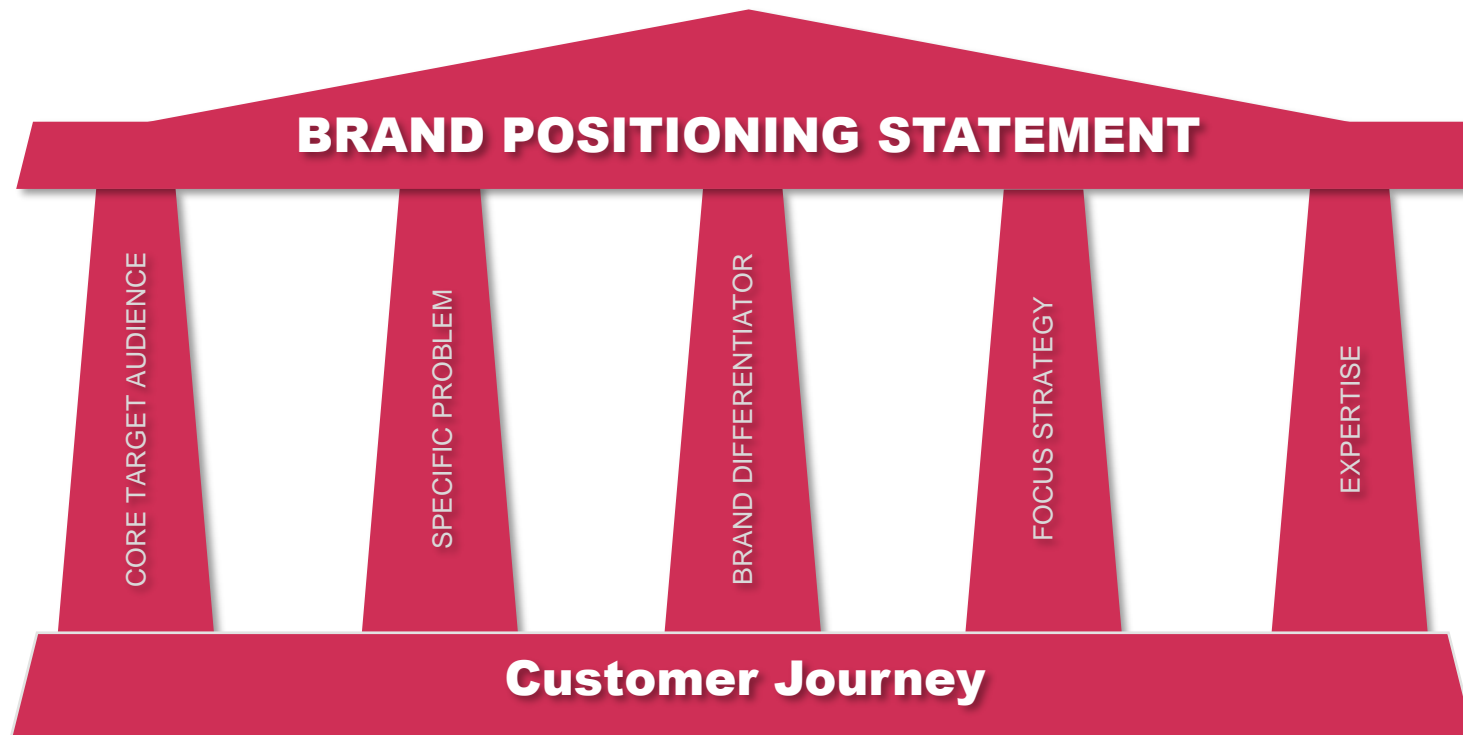
We will walk your through the 5 Pillars to establish the 4 elements of your Brand Positioning Statement, and we will help you establish a solid foundation for your customer journey.





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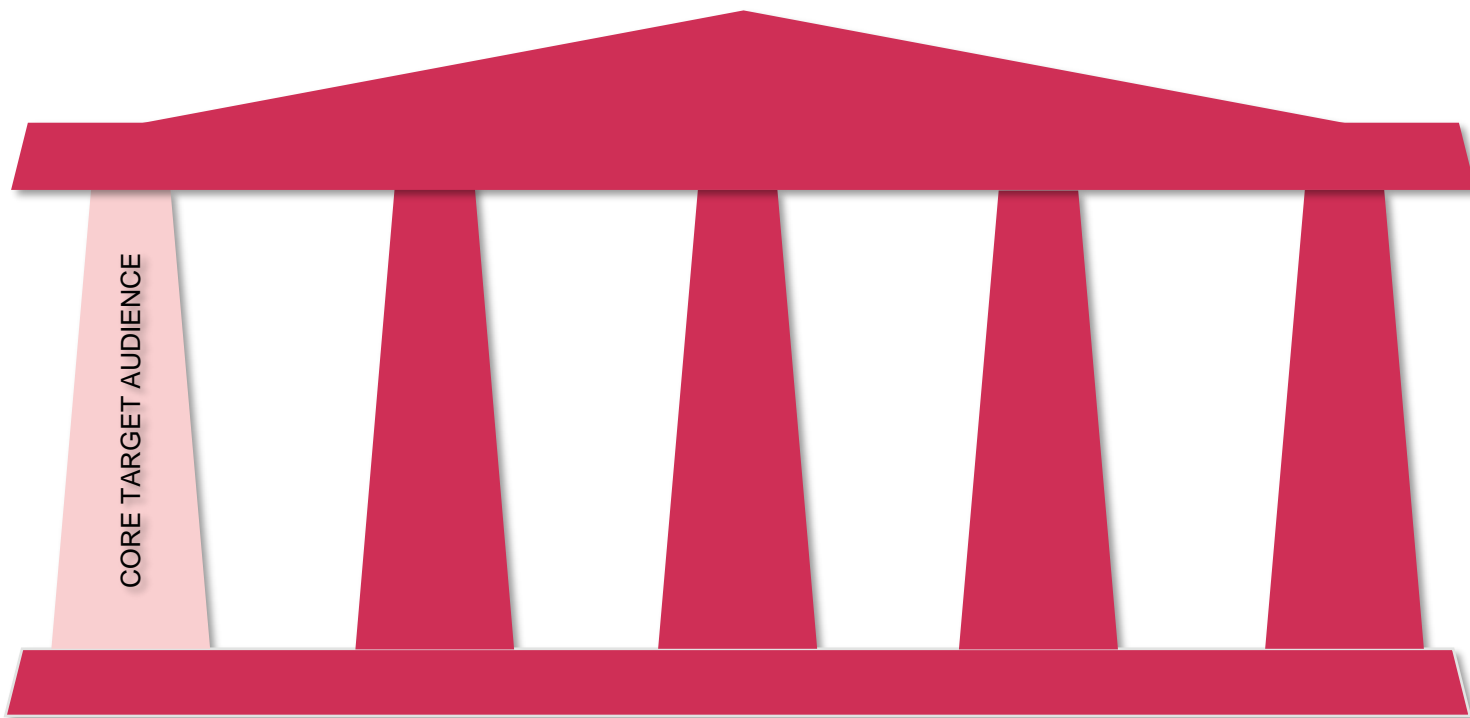
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Core Target Audience

What is the target audience? Basically, it's your potential customers.

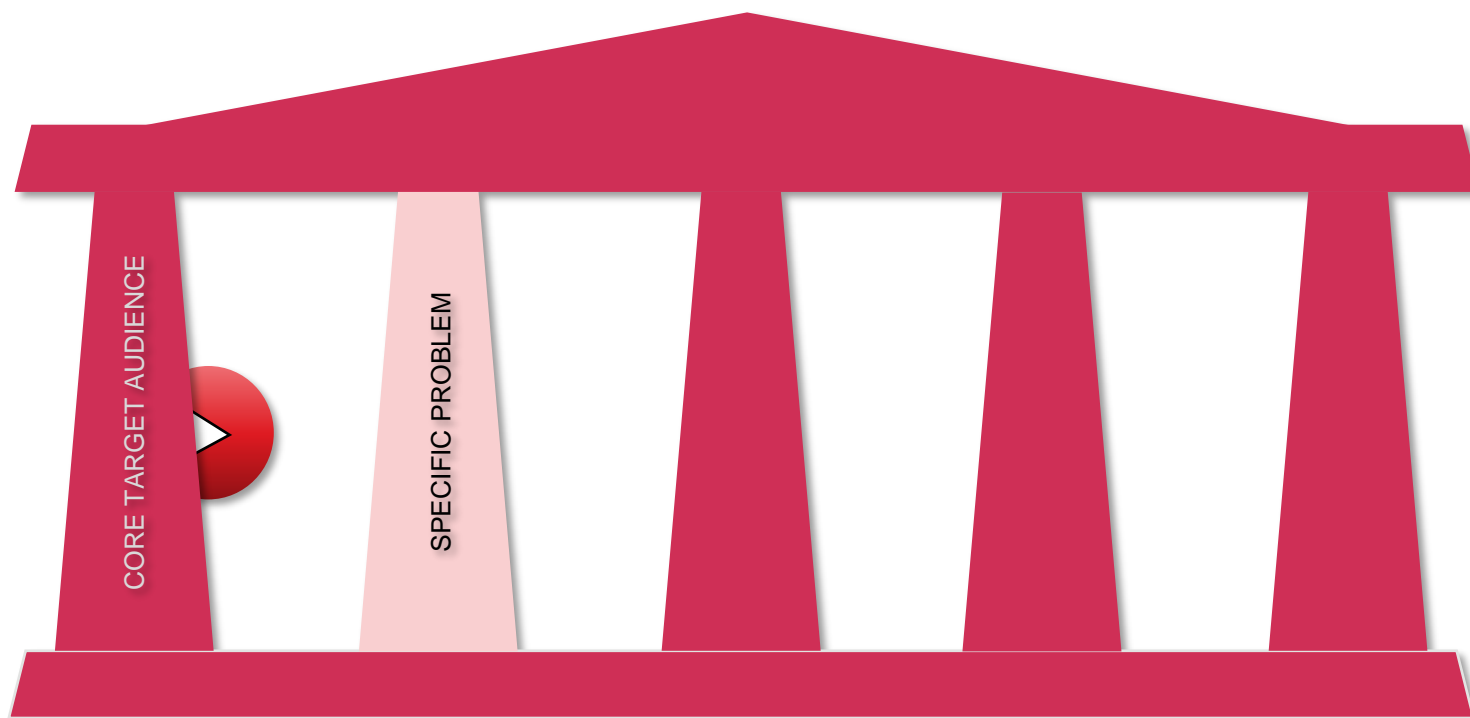
It is a group of people to whom you address your products or services. It can be described by behavioral and demographic attributes, such as age, gender, income, education or localization. Finding the right audience can be crucial for your campaigns' efficiency.

Do you know with specific details who your Core Target Audience is?



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Specific Problem

The Specific problem your target audience have is not a comprehensive list of problems, it may present itself that way, but the true problem can typically be called out with just one word.

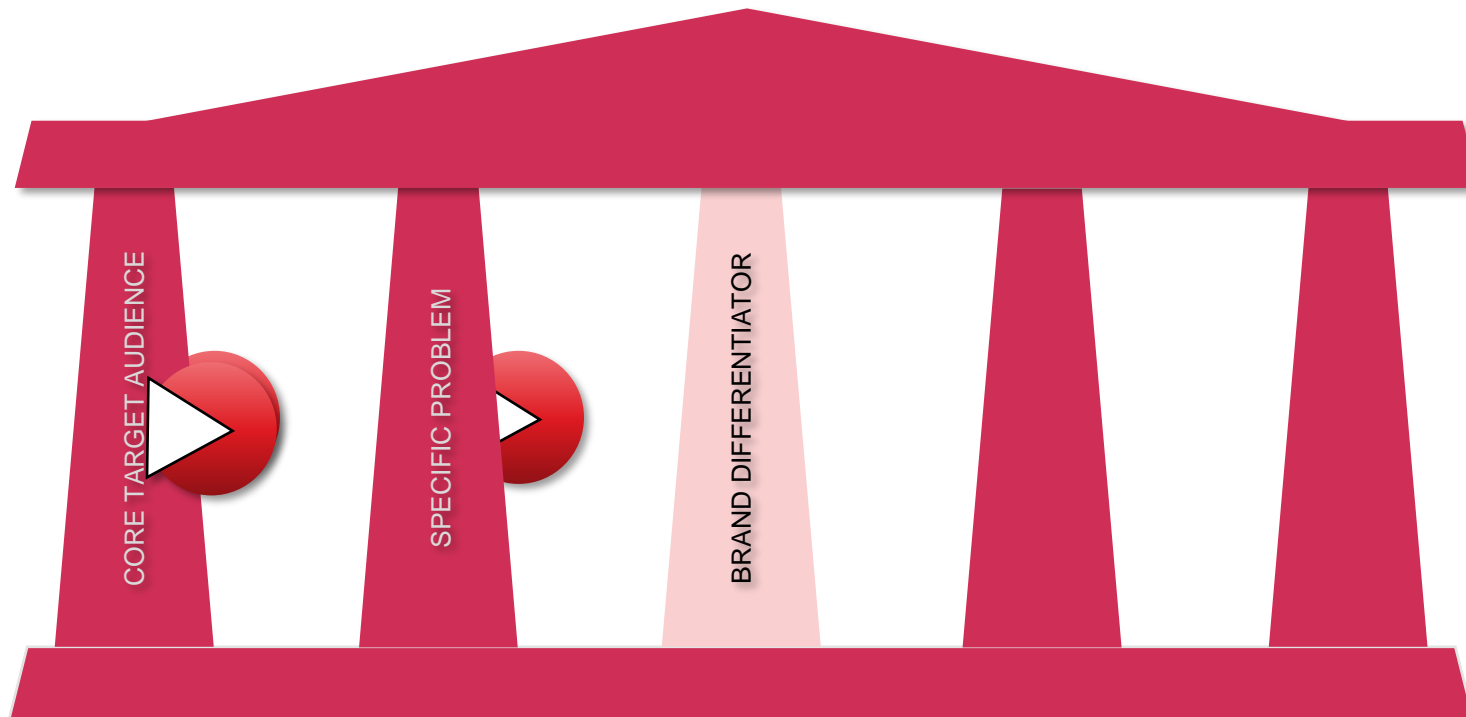
It will be up to you to understand what is the unique problem you help solve. That doesn't mean you can't help with everything else; but being specific as to what you solve will help you determine what is your area of expertise and project yourself as a subject matter expert in that area.

Can you define that problem you solve for in just 1 word?



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Brand Differentiator

A brand differentiator is a unique feature, aspect, and/or benefit of your product or service that sets it apart from competing brands.

It is typically single differentiator (or a robust set of them) that forms the basis for how you establish competitive advantage.

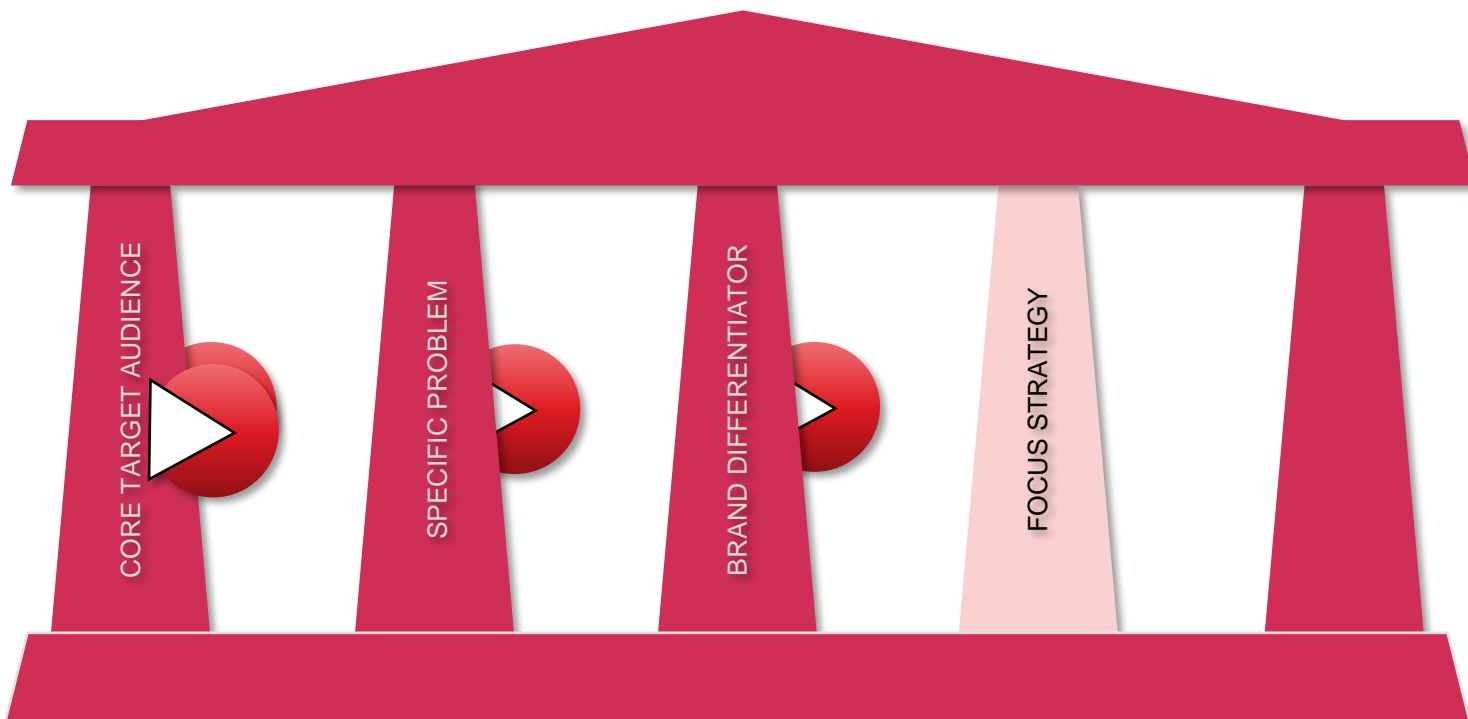
OR SIMPLY PUT - Your brand differentiator should be your unique way to solve for your target audience, your business persona, problem.

Can you explain with 1 word how do you solve for your business persona 1 word problem?



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Focus Strategy

After identifying your Core Target Audience and the problem you will solve with your uniqueness, your focus should remain solely on providing value to those customers in a very specific way. We are not just talking about your uniqueness and how it serves your client, we are talking about HOW we will engage with your clients.

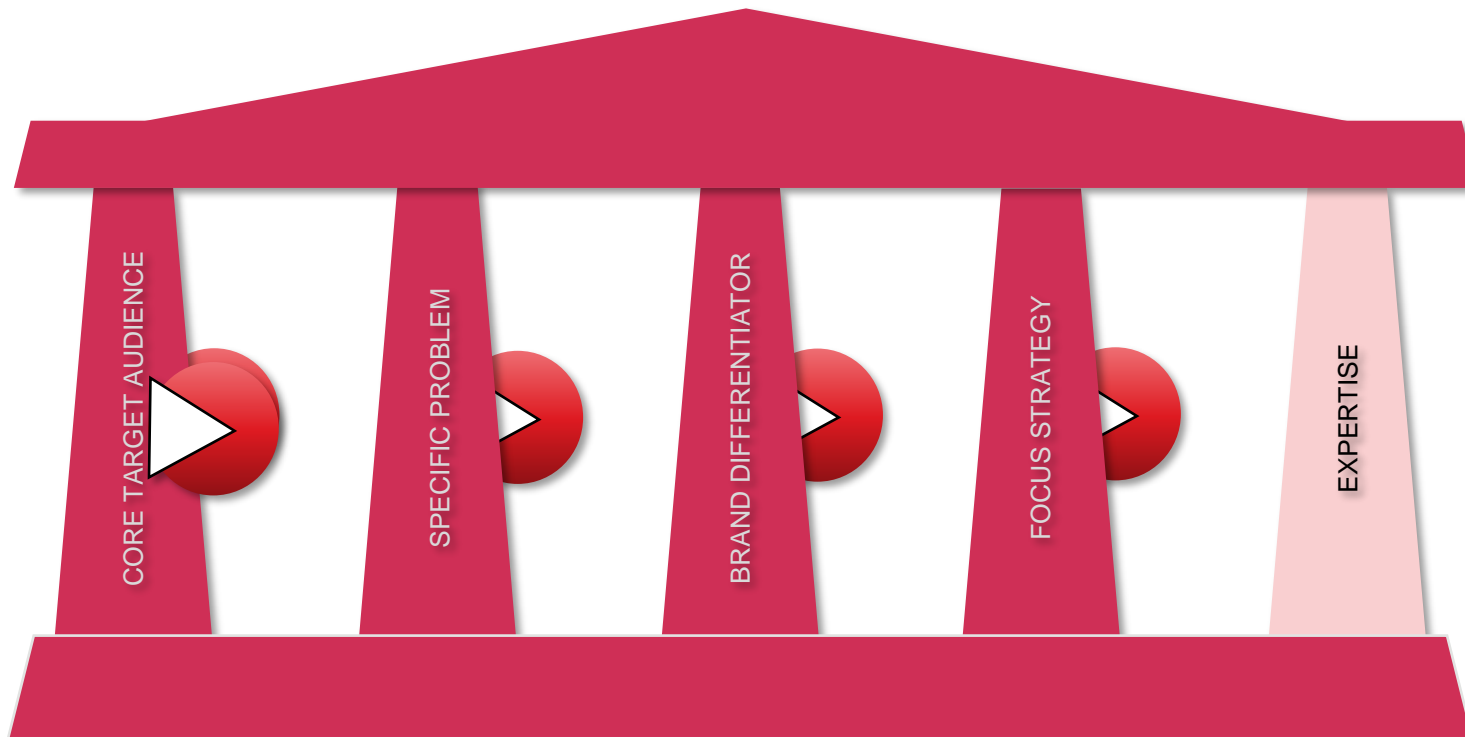
It is setting up the strategy for execution to monetize your brand. Will you go live on tours, set retreats, 1:1 coaching?

Do you have a short-term and long-term vision to execute on your client engagement?



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Expertise

To become a trusted brand not only you will need to offer value upfront, and make sure you get consistent in showing up with your potential clients, you will also need to prove you have some expertise in the area.

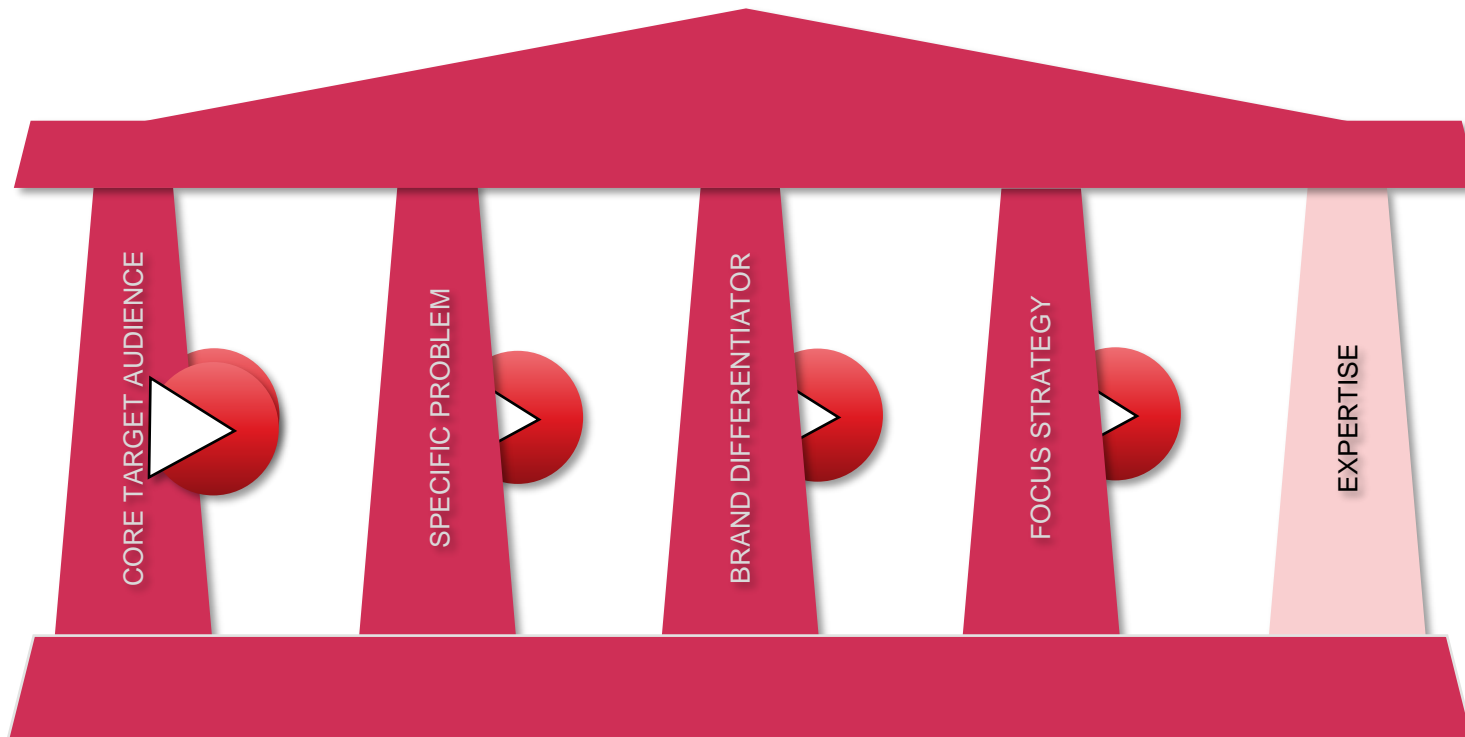
People buy from trusted brands because they know what to expect, they have years of experience in what they do and they can back up their claims.

Can you tell in a single phrase why anyone should buy anything from you?



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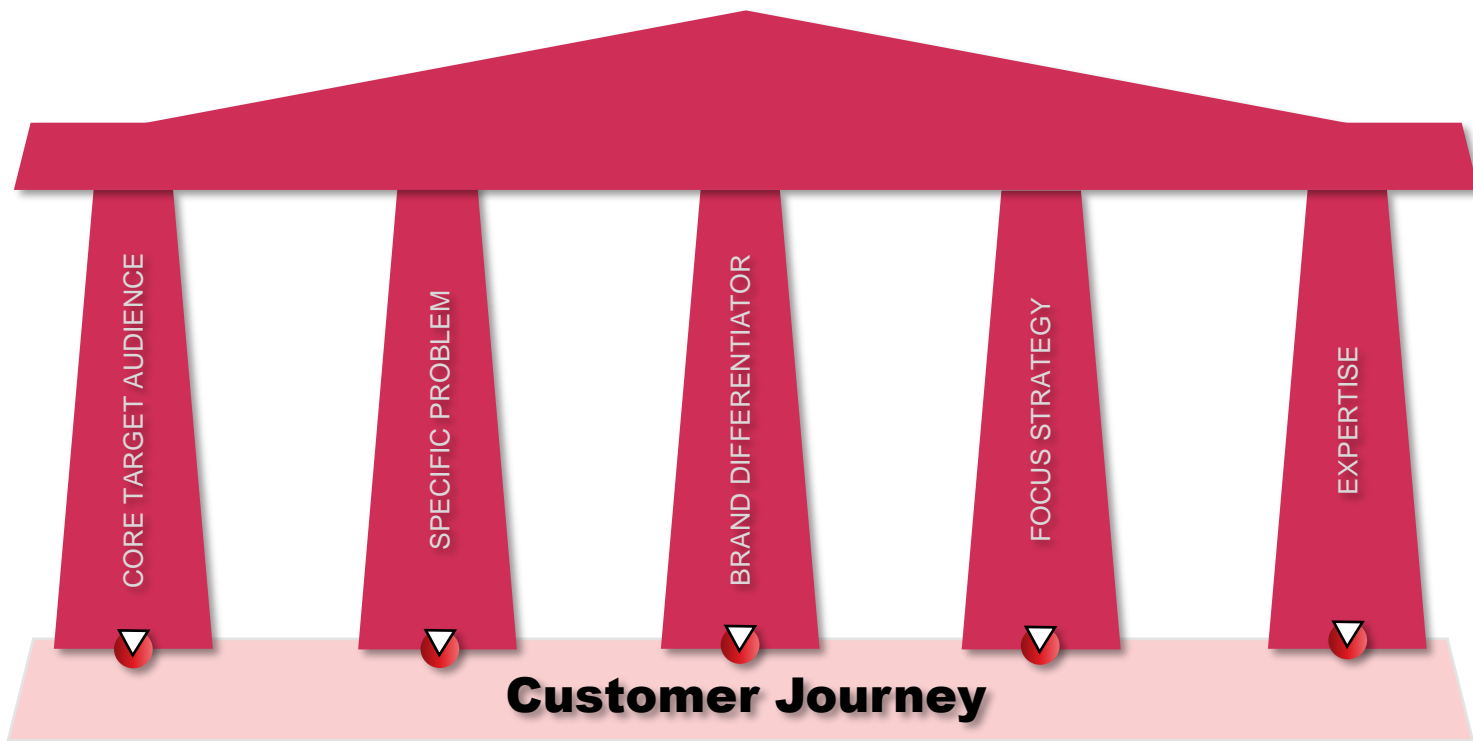
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Customer Journey

At the end we envision on how you will engage with your client at a tactical level as we built your customer journey and how those tactical touchpoints would help you plan for every step of their journey

Do you have a clear understanding of how you will transform your customer experience from being aware that your solution exists, till they become loyal and advocates of your brand or service?