

HOW TO GET THE MOST FROM YOUR

'BUSINESS POSITIONING STRATEGY' COURSE

- After working through this Business Positioning Strategy you will be clearer about who your market is, how to identify their needs and ensure that your product or service meets those needs.
- Think of this as a blueprint for your business.
- It becomes the foundation stone for all your brand activities and provides clarity for all your future communication and decision making when it comes to driving your business forward.
- It is an essential foundation for any business, brand, product or service and can save time and money on future marketing activities because it underpins everything you do and provides clarity for your future marketing efforts.
- You will be more successful if you put together a team consisting of your key team members and approach this like a workshop. Encourage input from each participant and don't be afraid to question every part of your business.
- it is important that you don't rush it or just simply fill in the templated worksheet without giving it some serious thought. Remember, the more you put into this, the more you will get out of it.
- Ask yourself and your team if they believe you have a clear reason for your brand's existence ...and a reason that helps your target market solve a problem or alleviate concerns your market has about your existing product or service offerings.
- Remember that if you do not clearly understand the reason for your brand's existence, then how do you expect your customers to understand.
- This Positioning Strategy is a very powerful document if you take the time to really understand what it is that underpins your business and what it is that makes you successful.
- However, also remember this is a living document that should be modified to best fit the current needs of your customers. You will want to review it from time to time to make sure that it fits with how you want your brand to be perceived.
- Don't just put it in the bottom drawer of your desk and forget about it. Use your Business Positioning Strategy Document to make sure you're focused on the right things, every day and to ensure you stay consistent with your brand identity.