



HOW TO ESTABLISH A CLEAR, DISTINCT, AND EFFECTIVE BRAND POSITION

Definition of a Brand Position Statement: The unique value proposition that my business offers my market

5 Benefits of a Clear & Distinct Brand Position

1. Enables my business to stand out amidst the masses
2. Potential clients immediately know my unique value proposition
3. Filters irrelevant potential clients
4. Simplifies/focuses my marketing efforts
5. Encourages better time management

Six Steps to Establishing a Clear, Distinct, and Effective Brand Position

1. Establish a Big Picture View

What are your values?: _____

What are your strengths?: _____

What are your financial goals?: _____

What are your time goals?: _____

2. Study Your Market

Google the genre of photography you're wanting to photograph in your locale (i.e. "wedding photographer Chattanooga") and look at the first 3-4 pages of organic results, noting any brand position statements, services being offered, and prices being charged! (Continue noting additional businesses on the back of this page!)

Business Name: _____ Brand Position: _____

Services: _____ Prices: _____

Business Name: _____ Brand Position: _____

Services: _____ Prices: _____

Business Name: _____ Brand Position: _____

Services: _____ Prices: _____

3. Choose Your Position

- a. Be the first to offer a service
- b. Be the first to own a service
- c. Offer a unique variation of a service
- d. Offer the service to a specific market segment

Brainstorm brand position statements that reflect the position you've chosen:

4. Refine Your Messaging

- a. Use relevant language (words common to your target market)
- b. Be practical and direct (don't try to be creative or flowery)
- c. Be simple (6-8 words max)
- d. Statement template: service, variation on the service, location, target market

Example 01: Black and White Wedding Photography for Chattanooga Skateboarders

Example 02: Park Portraits for Atlanta Families

Example 03: Casual Headshots for Houston Professionals

Now narrow down your earlier brainstorming to just ONE position statement, and refine that position statement based on the template above:

5. Share Your Brand Position Statement Prominently

- a. Above the fold on the home page of your website (desktop and mobile)
- b. Use big, bold font that is easily legible in a few seconds
- c. Copy the same message to all social media profiles

6. Match the Experience with the Message