

BUSINESS SENSE

Next Level Tools for Entrepreneurs & Small Business Owners



MARKETING SERIES

The Power of Branding—Your Brand's Positioning Statement

Building out a solid brand strategy can help attract your target audience, increase sales and grow your company.

What's in a Brand?

A well-developed brand is one that communicates what a business does best and the value of the business to its' customers. A well-crafted brand also evidences how the business is different from its' competitors, not

only to its' customers but also to its' employees. A brand is not a logo, a slogan, a tagline or a mission statement. Rather it's the rationale, cultural and emotional attributes unique to your business. In essence, your brand is your best sales pitch.

Your Brand Positioning Statement

The purpose of a well-crafted brand positioning statement is to convey a brand's value proposition to its' target customers, and to increase the brand's perceived value and trust. It also frames the brand's identity, goals, and distinguishing features within the context of the buyer's experience.

Unlike your mission statement, your brand positioning statement is not public-facing. Rather it's an internal positioning statement intended to summarize the value that your brand, products, and services bring to your current and prospective customers.



Four Elements of a Brand Positioning Statement

- 1 To (Target)**
 - **Who is the consumer target?** What slice of the population is the most motivated to buy what you do?
- 2 Your brand is the (Category)**
 - **Where do you play?** What is the frame of reference that helps to define the space in the marketplace that you compete in?
- 3 That is the (Benefit)**
 - **Where do you win?** What promise will you make to the prospective customer, thinking about main benefit (rational/emotional)?
- 4 That's because (Support Points)**
 - **Why should they believe us?** What support points help to back up the main belief?

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To craft your business' brand positioning statement, you'll need to get clear on a few key facets of your business (*Write in your answer*):

Who You Serve?

What Value You Offer?

How You Position Your Offer?

Why You're In Business?

What Makes You Different From Your Competition?

Business Sense is a no-fluff source of information that gets right to the heart of what small business owners need: essential tools and informational resources to help their businesses grow. Written by our team of business coaches, this series shares their decades of experience in areas such as financials, operations, sales and marketing, human resources, leadership, and governance. Business Sense is designed to provide entrepreneurs and small business owners in various sectors, including agriculture, forestry, waste management, renewable energy, and environmental technology, with recommendations and practical advice to help their businesses not only survive but thrive.

Our business management coaching and Business Sense Resource Guide are designed to accelerate the growth of the enterprises we work with and expand the leadership capacity of the entrepreneurs who own and manage these businesses.

Let Us Help You and Your Business

The Vermont Sustainable Jobs Fund provides tailored business management coaching, entrepreneurial support, and training to position Vermont-based entrepreneurs and small business owners in our designated market sectors for growth and long-term success. We partner with state government, private sector businesses and nonprofit organizations to build a thriving economic, social and ecological future for Vermont. Learn more at VSJF.org



Vermont Sustainable Jobs Fund

Accelerating Sustainable Economic Development

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