



BRAND POSITIONING FRAMEWORK

- BUSINESS BRAND POSITIONING
- PROFESSIONAL BRAND STATEMENT (FOR YOUR RESUME, BUSINESS PROFILE)

Your Brand Statement is your 'unique value proposition' where people easily understand who you are, what you do, and what you offer.

- Define the value your skills, services, or products offer and how it is different from others.
- Understand the challenges of your target audience, potential clients, potential employers and how you can help to solve them.
- Summarize in 1-3 sentences what you do, your audience or industry, your passion, and why you are unique.
- Make it declarative, aspirational, specific, and a forward-looking statement.
- Use the below templates as a framework or guidance.

1

BUSINESS BRAND POSITIONING TEMPLATE

_____ for _____
(Your brand/product/service) (your target audience)

_____.
(benefit of your offer or your differentiator)

EXAMPLES

Financial services

Financial services for business owners and solopreneurs made to do your billing for you easy and fast.

Business app

The only task management software made exclusively for remote workers.

2

BUSINESS BRAND POSITIONING TEMPLATE

I help/offer _____ to solve/advance _____
 (your target audience) (needs of

_____. My _____
 your audience) (your brand/product/service)

is _____
 (your differentiator/emotional benefits)

because /to _____
 (reasons to believe)

3

BUSINESS BRAND POSITIONING TEMPLATE

_____.
 (a promise /forward-looking statement)

EXAMPLES

Erin Branson (Marketing Business)

I help female entrepreneurs to build and grow their businesses. My business coaching programs are exclusively designed to support and encourage women in unlocking new business opportunities and offer professional development.

Coaching for teenagers and adolescent

We will help your child become a top performer and thrive. They will love our educational programs and being coached. You will love the changes you see in your child.

Austin Belcak (Career Consulting)

I teach people how to use unconventional strategies to land jobs they love in today's market (without connections, without traditional "experience," and without applying online).

EXAMPLES

Nick Loper

Let's build a job-free income.

Adam Cobb

Move well, eat well, think well.

Felicia Hatcher

It's time to unleash your epicness.

1

PROFESSIONAL BRAND STATEMENT (FOR YOUR RESUME)

I _____,
(name) (title/position: current or previous)

Known for _____
(your positive reputation, top skills)

(or something you want to be known for)

Passionate about _____.
(your value proposition/differentiator)

EXAMPLES

Financial leader

I am Brian Gordon, a Financial Leader. I'm known for maximizing staff effectiveness, optimizing systems, developing and leading high-performance teams. I am passionate about building financial teams that are knowledgeable and agile, delivering meaningful insights that unlock business growth.

Marketing leader

My name is Anna Wong, a proven Marketer with deep expertise in business-to-business planning and execution. I'm known for visionary leadership, excellence in product positioning, and market assessment. I am passionate about creating integrated marketing programs, analyzing the underlying needs of clients.

I _____, _____
 (name) (profession /specialty/job position)

I use my _____
 (top skills/achievements)

for/to; _____
 (what problems you solve)

Known for _____
 (your traits /positive reputation)

I provide _____
 (your value proposition/differentiator)

EXAMPLES

Business Development Professional

I am Helen Looney, business development professional. I use 15 years of my sales expertise to grow businesses and deliver top-line sales. Known for visionary leadership, use of client-focused programs, I provide positive results and highly profitable sales.

Executive Consultant

I am George Pranwon, an executive consultant and former CEO of Fintech. I use my management skills and leadership expertise to guide companies facing financial challenges and executing winning strategies for their success. I'm known for using skillful planning and creating business opportunities and ultimately increasing profitability and bottom-line results for the organization.

Your brand positioning and brand promise is an emotional connection you make with your audience. It is how you make them feel with every interaction. Your positioning helps you determine how you want to be perceived by your audience and how you want to stand out.

You might be on top of your 'brand' game and feel like you nailed it. Congratulations!

Or if you want to discover the little-known techniques to build your positioning or brand story that will make you truly stand out in this noisy online world – get in touch info@reputation-science.com or check out our [3-steps program to build your personal brand, shape your reputation and boost your visibility \(without losing your values\)](#).