

A SECRET FORMULA TO

# *Nail your brand positioning*

01

WHAT DO YOU DO?

What do you sell, create, provide for your clients?

02

WHAT IS YOUR PRIMARY FUNCTIONAL BENEFIT?

What is your works'/, services' or products' most important attribute? What is the main thing people get from working with or buying from you?

03

WHAT IS YOUR PRIMARY EMOTIONAL BENEFIT?

What is the biggest, most powerful emotional benefit that sets you apart? When you consider that the emotional benefits are essentially how you do things differently to your peers, which one is the big result you want to found your marketing on?

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## *Put it together*

MY

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IS THE ONLY

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THAT

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## *Now go market yourself!*

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