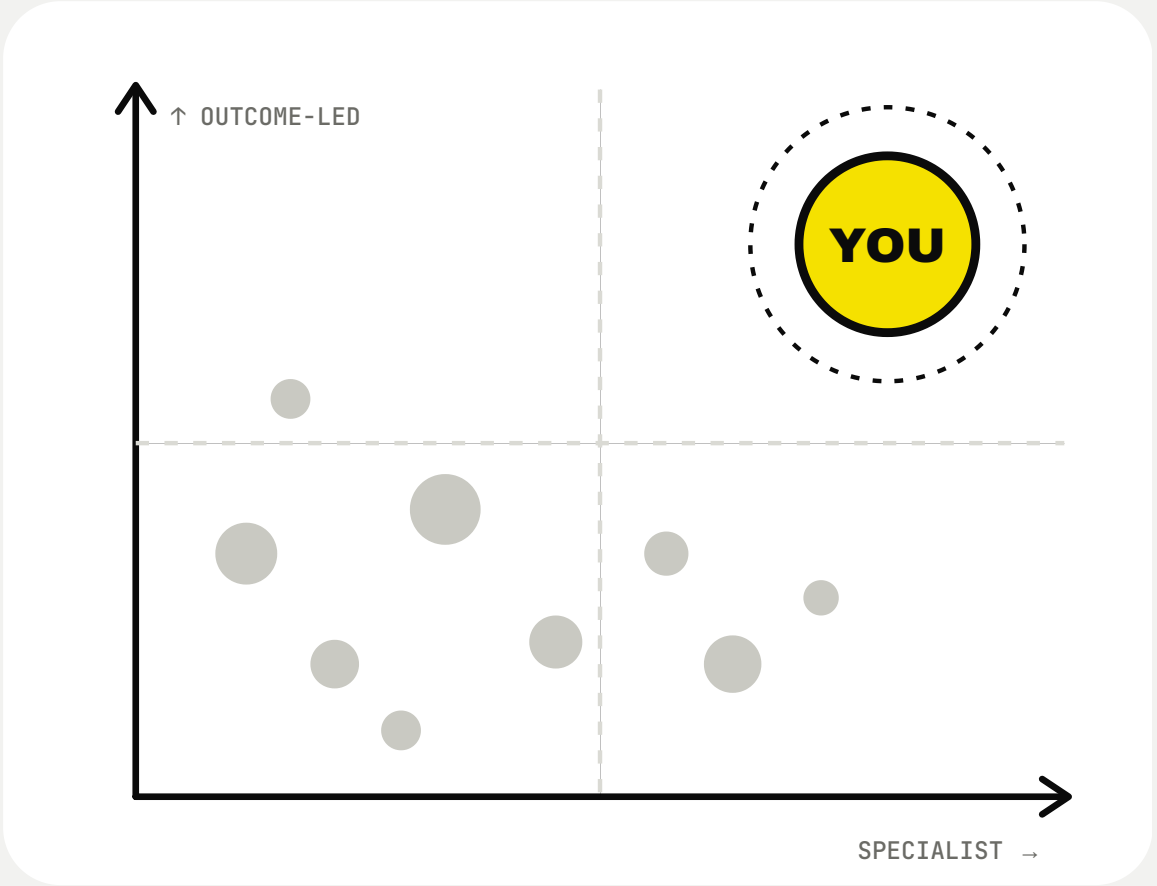
WORKBOOK · FIVE EXERCISES · TWO HOURS

BRAND POSITIONING WORKBOOK

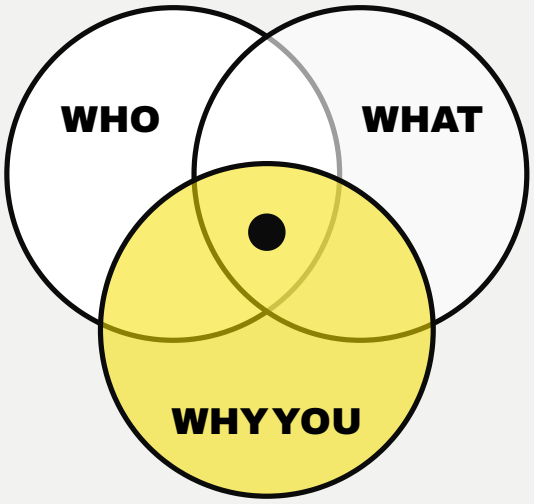
Get clear on who you serve, what you stand for and why buyers should choose you, before you spend a pound on design.



WHY POSITIONING FIRST

A NEW LOGO WON'T FIX A FUZZY MESSAGE.

If your team describes the business five different ways, buyers hear five different companies. Decide where you compete and why you win. Design and copy come after.



Who
The customers you're best for, and who you're not for.

What
The problem you solve and the outcome you deliver.

Why you
What makes you the obvious choice over the alternatives.

WHO
The MD plus two or three people who talk to customers every week. Bring recent wins and losses.

HOW LONG
Two hours for a first pass. Then test the result on five customers.

FIVE EXERCISES

01 **Your best customers**

02 **The moment they need you**

03 **The alternatives**

04 **Your positioning statement**

05 **Your message house**

EXERCISE 1

YOUR BEST CUSTOMERS

Your five most profitable, easiest-to-work-with clients.



	CLIENT	SECTOR	SIZE	SITUATION	WHO BUYS
01					
02					
03					
04					
05					

LOOK FOR THE PATTERN

What do they have in common?

EXERCISE 2

THE MOMENT THEY NEED YOU



What is usually happening in their business when they call you?

Something has gone wrong

Something has changed

Something has become urgent

IN THEIR WORDS

"We called you because..."

BONUS

Who you are not for

Which customers drain time or margin? Writing this down makes the rest sharper.

EXERCISE 3

THE ALTERNATIVES



Buyers don't only compare you to competitors.

	WHY BUYERS CHOOSE IT	WHERE IT FALLS SHORT
Do nothing		
Do it in-house		
Cheaper supplier		
Bigger, better-known firm		
[Your main competitor]		

They also compare you to doing nothing, doing it in-house, or a cheaper option. Where each falls short is where you win.

EXERCISE 4

YOUR POSITIONING STATEMENT

One sentence your whole team can repeat.



For `who` who `need / moment`, we are the `category` that `key outcome`.

Unlike `main alternative`, we `key difference`.

YOUR DRAFT

Write it out in full

READ IT ALOUD

Would a customer recognise themselves in it?

THREE PROOF POINTS THAT MAKE IT BELIEVABLE

PROOF 1 · RESULTS

PROOF 2 · NUMBERS

PROOF 3 · NAMES, YEARS, ACCREDITATIONS

EXERCISE 5

YOUR MESSAGE HOUSE

One line at the top, three messages, proof under each. Use it to brief your website, sales decks and team.



TEST IT

Read it to five customers. Ask: "Is this why you chose us?" Keep what they recognise; cut what they don't.

NEXT STEP

WANT A SECOND PAIR OF EYES?

Send us your positioning statement. On a free call we'll test it with you, sharpen the wording, and show how it should shape your website.

BOOK A FREE 30-MIN CALL
wearenv.co.uk/contact

EMAIL US
info@wearenv.co.uk

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