

Branding & Positioning

For Your



Ideal
Client

Action Guide

How To Brand And Position Yourself

Welcome! In this Action Guide, we're going to look into your branding opportunities and your positioning strategies so you can become a lasting brand that is publicly known as the solution for your ideal client.

The goal is to clarify your brand and positioning in relation to your ideal client.

This quick questionnaire will help you strategically position yourself in relation to your brand. After completing this module, you'll have a honed message, a properly positioned and attractive brand and an obvious target market.

Take a deep breath in and clear your mind. Think for a moment about what your brand can look like 1 year out, 5 years out and even 10 years out. Will it be sellable for acquisition or passed on to your family as a legacy asset? Will it be a short term company or a long term one?

Please print this action guide and answer the questions below as honestly as possible.

Your positioning and branding is everything!

Purpose: To position your brand, expertise and message in proportion to everyone else in the market in such a way that makes you unique, specialized and the obvious choice for your ideal client.

Answer these questions below to the best of your ability.

Positioning yourself as an authority. Create visibility and articulating a track record of success, experience or competency.

What is one related major accomplishment that separates you from others in your industry or niche?

What is your unique selling proposition? Example - "I'll sell your home in 60 days guaranteed or I'll buy it for cash." or "*You'll lose 10 lbs in 10 days without going to the gym, guaranteed.*"

What visible accomplishments or credibility do you have readily available on the internet for people to see such as, awards, accolades, degrees, testimonials, case studies, pictures with prominent figures in your industry?

Let's articulate the congruency of your brand to your ideal Client...

Your clients are generally emotional & excited about about what things?

What three words or phrases describe your company brand?

- 1.) _____
- 2.) _____
- 3.) _____

Where do your clients hang out in their spare time? (Physical locations & Online)

(Physical Locations _____

(Online locations, forums and sites _____

(Clubs and groups they may be in _____

In regards to your ideal client (in their mind), what are the three main problems in their life or business?

What hope does your brand image give your client and why? Meaning, what about your visual branding image gives them hope and power to succeed?

What is your brand message in just a few sentences? _____

What is a possible misalignment between your brand message and your ideal clients personality (or their normal thinking patterns). Meaning, these three misalignments could cause objections or questions about something that will later need clarified or explained to them. Meaning what things will you later need to redefine or clarify and why?

Let's focus on the ideal marketing position for your niche...

What is your company context that you want to portray to your client? (The attitude, the feel, the vibe in just a few words) Meaning, you want them to feel _____ when they engage with you or see your logo, video, post, etc...?

Are you positioned at the lower, middle or higher end of your industry and why?

What is your preferred platform for reaching your client and why? (Facebook, Instagram, a Blog, a live feeder event, a podcast, direct referral from people, another side business, etc)

What is your preferred paid advertising platform for reaching your client? (Facebook ads, paid Instagram ads, Google adwords, Bing advertising, buying placement on someone elses email list (a Joint Venture situation), a paid live feeder event, a paid podcast mention or YouTube sponsorship, pay per click banners, etc or other)

If none above, why are you not spending on advertising? _____

How will you outwardly demonstrate your unique value to your clients on these free and paid social media platforms? Meaning, what ways will you deliver value, teaching and education prior to aquiring them as a client? (EX: video lessons, a creative quizzes, interesting stories and testimonials, case studies, comedy pieces and easily consumable segments, step-by-step guides, etc...) List as many as you can...

Will these ways be associated with your brand USP (Unique Selling Proposition)?
Meaning, how are you differentiating from others? Will you entertain them, highlight testimonials from other people you've helped, run well rehearsed webinar presentations, execute product launches, use great advertising, make interesting posts, etc...)

What do you want your ideal client to say about you to another person as a referral...

"They (meaning you) are... _____"

What specific solution or skill set would you like your brand to be know for. Meaning what can you deliver to your client exceptionally well and why?

Can you think of a specific story that you can tell to link your brand to your ideal client?
Meaning, what about your brand is unique to them and why can they relate to it?

Best practices for getting a testimonial or case study to use as a marketing piece.

The goal is to create Social Proof for other people or potential clients to visibly see.

Collect a testimonial, with picture, that clearly articulates your target market avatar and message. Create the best one below. Think about what their testimonial could say about you and how might they describe the benefits that your service (program) will bring to your clients?

Describe what the ideal image of your past client or testimonial from above would look like... (Looks, demeanor, attitude)

Draft the ideal testimonial message below... (Short and sweet)

Clarifying your life changing message. Take the last testimonial message and hone it for a stronger impact, enhanced imagery and lasting visual recall.

Include three power words or aspects to your life changing message that will create a visual success story, a flowery image and a easy thing to remember. Example - *“We’re the purple elephant gift company that keeps your loved-ones smiling all year round.”* or *“Create your passion based 6 figure coaching program and change the world!”*

Articulating your desired image & context. What is one visual image that you would like to appear in your client's mind whenever your company, brand or product is mentioned or thought of?

Getting your logo or graphic created (If you don’t have one yet). Write your detailed instructions for someone that would create your logo for you. What do you want it to look like, what exactly must you have in it such as words and graphics. Articulate to them how you want it to make the client feel.

Gathering your support team. You've got me, now go and get two others to support you on this journey. You need to build some momentum for the launch of your product or service. Don't worry, we will have more for you on this specific topic in later lessons. For now, list your two biggest fans and supporters below. List people that actually encourage you to step out and succeed!

_____ & _____

Great work so far...! Way to go.



If you haven't yet, print this out and fill in the answers. Feel free to send me a copy of it so I can give you my feedback at corey@coreyteramana.com.

If you enjoyed this and are interested in developing next level leadership qualities to support your life, your business and your relationships, come try out our Inner Circle Leadership Mastermind team. Over the years, both men and women alike have been coming together to play a bigger game that directly impacts their success with everything in life, including their finances and their overall effectiveness in relationships. [Click here to check it out!](#)

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And if you'd like to speak with me personally about your unique situation, you can set up a FREE strategy session where I can bring you my highest level of consultation support! [Click this link here to get on my calendar.](#)

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Looking for a powerful sales funnel (website) solution designed to help you generate leads, convert sales and increase your overall business success?

Great, I've built you a few and I'm giving you all three of my proven drag and drop funnels that I've used to make money with and simplify my business life! They even come with a free 14 day trial so you can see if you like the software called ClickFunnels. Hands down, it's the best I've ever come accross!

To download any or all of these prebuilt funnels, all you have to do is click the images or copy and paste their individual links into your browser. The best news is that the download will start automatically!

Here is the first funnel... [click this link](#) to start automatic download and free account setup: <https://app.clickfunnels.com/funnels/6099983/share/rtu6p47o2v8akqk9>



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