**Defining Your Brand**

*Positioning Statement / Elevator Speech*

Successful branding creates **“brand equity”** – the amount of money that customers are willing to pay just because it’s your brand. In addition to generating revenue, brand equity makes your company itself more valuable over the long-term.

So, where do we start? A positioning statement. This one of two-sentence blurb communicates your brand’s unique and authentic value to your customers in relation to your main competitors. Once established, it is at the heart of all communication outreach - whether it’s your elevator speech when asked about what your company does, on a media interview, or pitching new business. Short and sweet, it’s your unique selling proposition tightly wrapped up in a bow.

Let’s get started.

1. *Target Customer:* What is a concise summary of the attitudinal and demographic description of the target group of customers your brand is attempting to appeal to and attract?
2. *Market Definition:* What category is your brand competing in and in what context does your brand have relevance to your customers?
3. *Brand Promise:* What is the most compelling (emotional/rational) benefit to your target customers that your brand can own relative to your competition?
4. *Reason to Believe:* What is the most compelling evidence that your brand delivers on its brand promise?

**For [*target customers*], [*company name*] is the [*market definition*] that delivers [*brand promise*] because only [*company name*] is [*reason to believe*].**