SOCIAL SELLINATOR.COM

YOUR EASY WAY TO SUCCESSFUL SELLING WITH SOCIAL MEDIA

Messaging and Positioning Workbook

Framework

Purpose	
Brand Story	
Tagline	
Key Message	
Sub Messages	

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Customer problems and context

Describe the ideal target customer(s)/ Personas			
Top 3 problems our product solves (use cases)	Use Case# 1	Use Case# 2	Use Case# 2
What is the customer's buying criteria, with key factors in order of importance			
Customer event that triggers need to purchase			
Top Google search queries/resources used by customers researching these problems			

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Brand positioning and messaging

Positioning statement			
50 word company description (elevator pitch)			
100 word company description (boilerplate)			
Brand Pillars	Why we do what we do	How we do what we do	What we do
		By providing:	
Values			

Brand positioning and messaging

Positioning statement			
50 word product description			
Rational justification to buy the product (data points)			
Primary product value drivers (and differentiators) in order of importance.	Value# 1	Value# 2	Value# 3
Secondary product value drivers (and differentiators) in order of importance.	Value# 1	Value# 2	Value# 3

Product benefits and features

		Features	Benefits
Interesting product features and customer benefits	#1		
	#2		
	#3		
	#4		
Key questions in the mind of customers who first look at the product			

Competition and our positioning

		Competitor	Competitor positioning	How we compete
Top three competitors or alternatives	#1			
	#2			
	#3			