CATEGORY OF ONE GUIDE

Identifying Your Unique Position in Your Market

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CATEGORY OF ONE GUIDE

What ONE customer segment would you most like to have more of?

Some ideas to help:

- Families/Age Bracket
- Hyper-local/statewide/regional/national
- Industry-specific
- Business size or type (solo entrepreneurs/small biz/professional services/large heavy industry)

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Why do you like serving this market?

Is this market one with growth potential? If no, select another option.

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Sounding Unique: How would you describe your agency's ideal brand voice?

Casual or formal?
Humorous or serious?
Friendly or stoic?
Cheap or luxury?
Aggressive or inspirational?
Sassy or respectful?
Energetic or calm?
Modern or traditional?
Something else?

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CUSTOMER AVATAR CANVAS

DESIGNED FOR: _____ DESIGNED BY: _____ DATE: _____

BEFORE	AVATAR/PERSONA	AFTER
Have:		Have:
Feel:	DEMOGRAPHICS/INTERESTS	Feel:
Average Day:		Average Day:
Status:	KEY PURCHASE DRIVERS	Status:
Good vs. Evil:		Good vs. Evil:

FRUSTRATIONS & FEARS	WANTS & ASPIRATIONS

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STATEMENT OF VALUE

_____ helps _____

[PRODUCT NAME] [AVATAR/SEGMENT]

_____

[DESCRIBE 'AFTER' STATE]

_____

_____

_____

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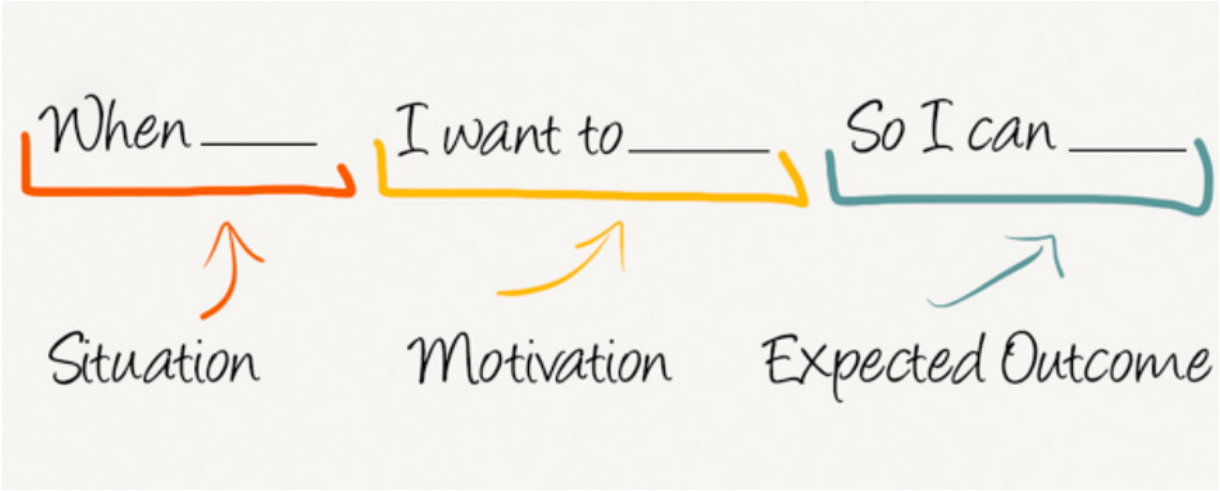
JOBS TO BE DONE



Think of up to five "jobs" your product or service does

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CATEGORY OF ONE GUIDE

STEP 1

IDENTIFY KEY VALUE DRIVER

- ☐ Saves Time
- ☐ Simplifies
- ☐ Makes Money
- ☐ Reduces Risk
- ☐ Organizes
- ☐ Connects You With Others/Ideas
- ☐ Reduces Effort
- ☐ Avoids Hassles
- ☐ Reduces Costs
- ☐ Increases Quality
- ☐ Increases Variety
- ☐ Informs
- ☐ Reduces Anxiety
- ☐ Reward/Status
- ☐ Nostalgia
- ☐ Design/Aesthetic
- ☐ Wellness/Therapy
- ☐ Fun/Entertainment
- ☐ Increase Attractiveness
- ☐ Access (MVP, VIP)

STEP 2

BRAINSTORM RELATED CONCEPTS

- **"What's something I use every day that _____?"**
- **"How does [product name] make me feel? What else makes me feel like that?"**
- **"In a literal sense, what does [product name] do? What else does something like that?"**

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STEP 3

RESEARCH RELATED METAPHORS, ANALOGIES AND CONCEPTS

- “metaphor for _____”
- “simile for _____”
- “analogy for _____”
- “things that _____”
- Google image search: “_____ concept”

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CORE MESSAGE CANVAS

DESIGNED FOR: _____ DESIGNED BY: _____ DATE: _____

BEFORE	AVATAR/PERSONA	PRODUCT/SERVICE	AFTER
Have:			Have:
Feel:			Feel:
Average Day:	STATEMENT OF VALUE		Average Day:
Status:			Status:
Good vs. Evil:	METAPHOR		Good vs. Evil:

JOBS TO BE DONE					

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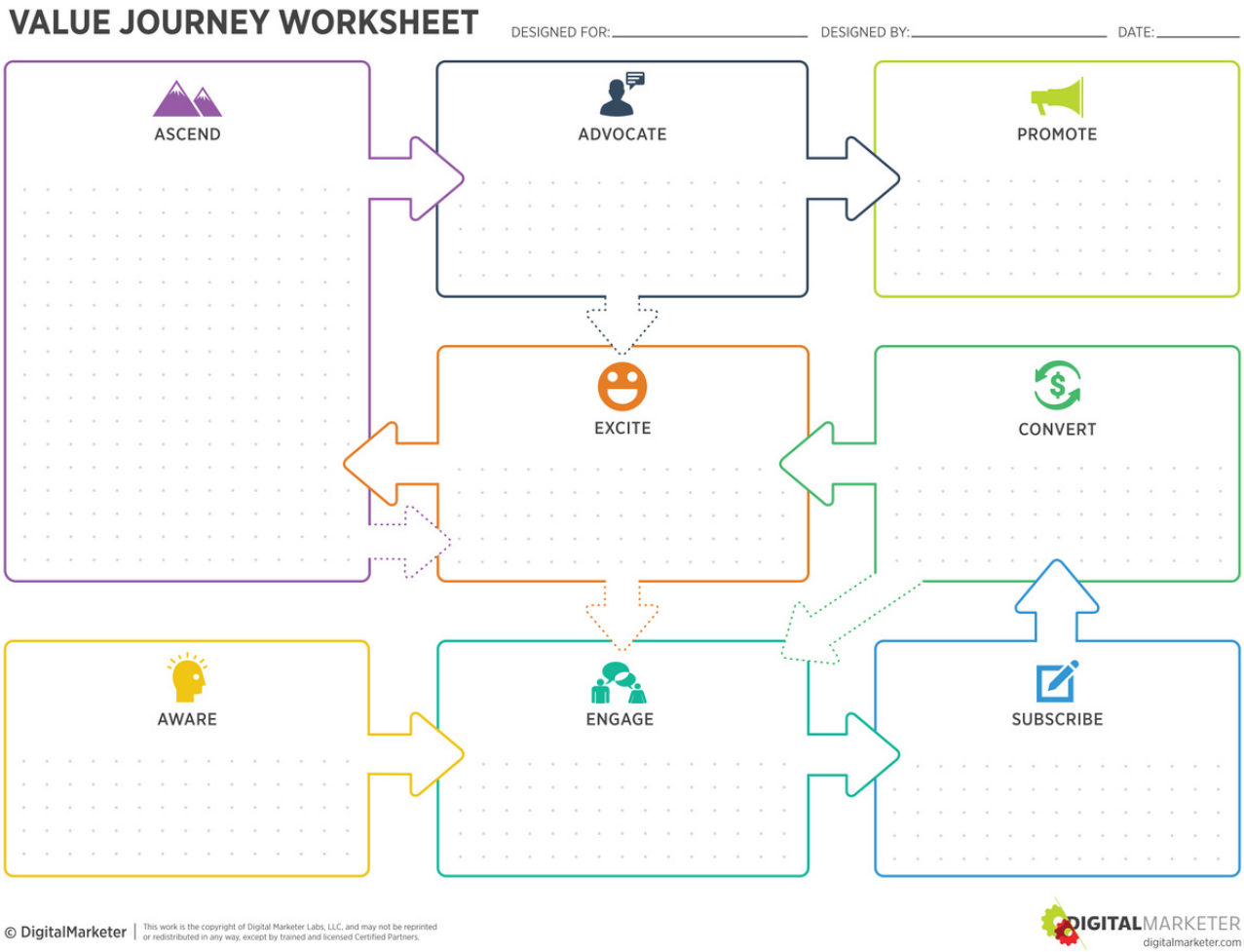
THE CUSTOMER VALUE JOURNEY

What tactics are you deploying at each stage of the Customer Value Journey?

Is your Core Message consistent across every stage?



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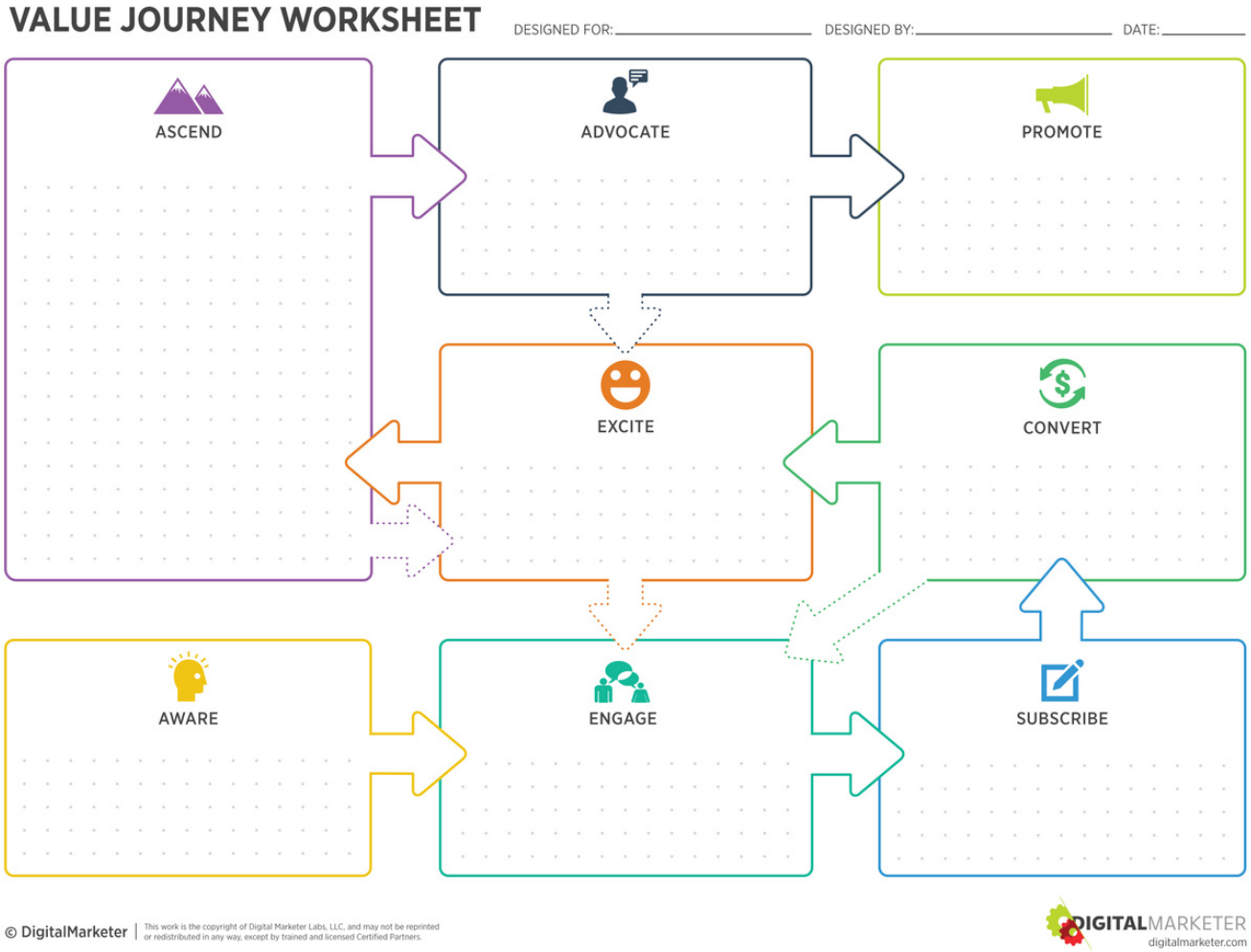
THE CUSTOMER VALUE JOURNEY



Map out your current marketing here

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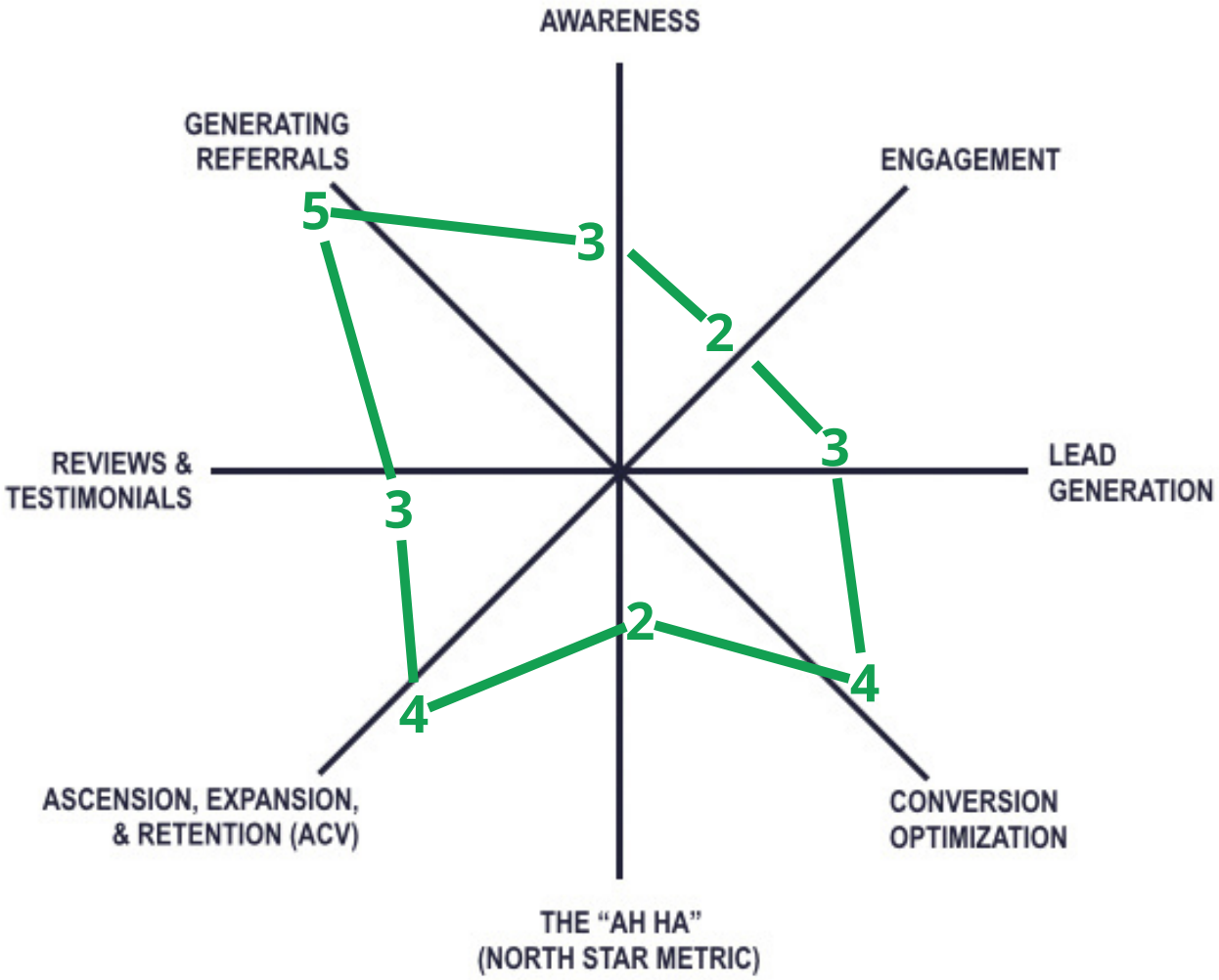
Performing Your Growth Assessment - Example



5 = Best in Class
4 = Above Average
3 = Average/Industry Standard
2 = Functional
1 = Poor/Non-Existant

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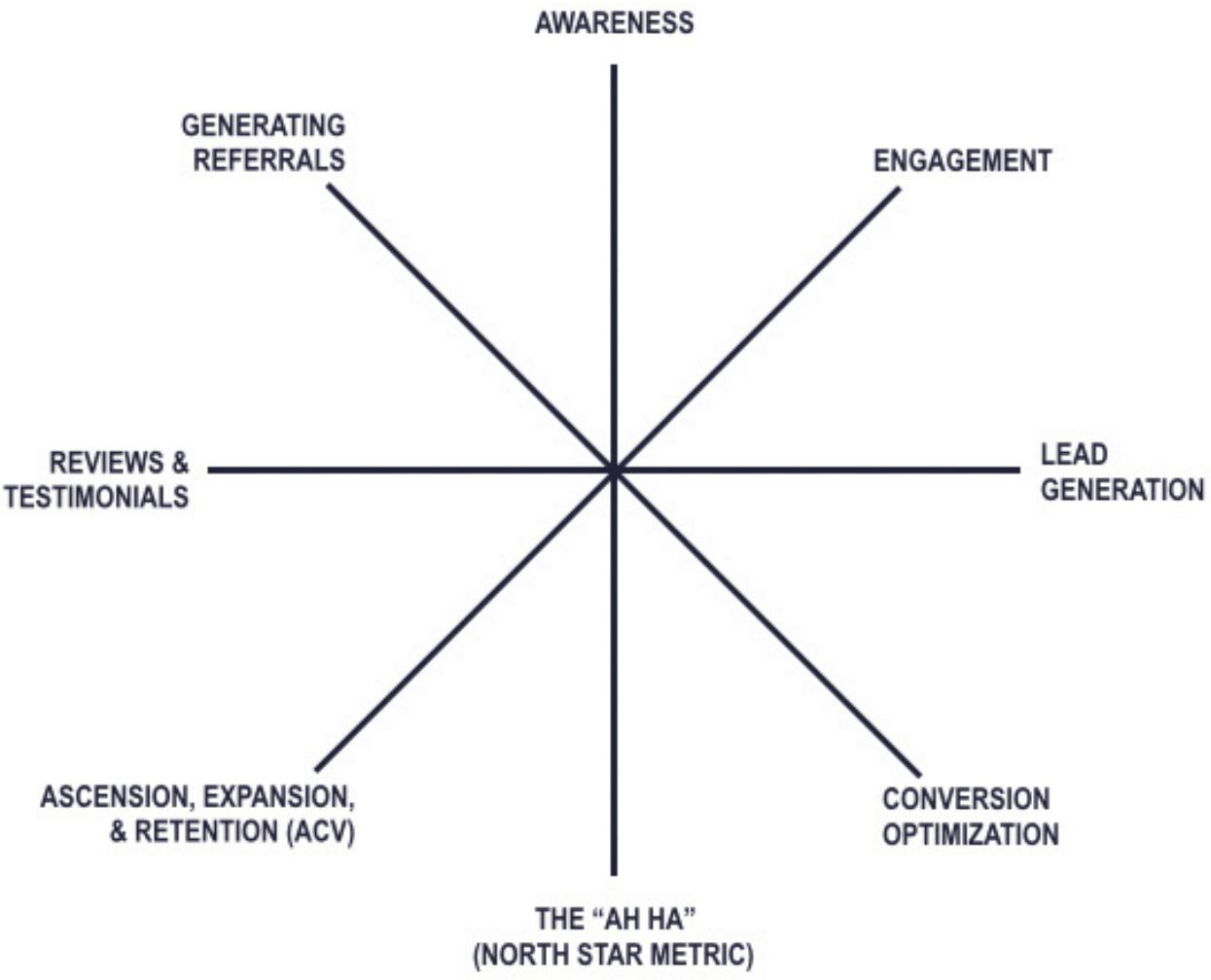
Your Turn...



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THANKS FOR ATTENDING GURUS GATHER!

Want help with your brand message and marketing strategy?

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1:1 Strategy Coaching
Marketing Training

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Email: Charlotte@Nowpreneur.com

Website: Nowpreneur.com

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