

Visible Firm Online Workshop: Differentiate Your Firm

Conducting research when developing your marketing strategy will help you uncover what sets your firm apart from your competition. These differentiators are the bed-rock of a successful brand positioning, influencing the issues, topics, and messages that you will need to communicate to your target audience.

Differentiators

Use the tables below to help address your firm's differentiators.

1. Write your potential differentiator in the first column, and then use the columns to the right to indicate whether that differentiator is true, relevant, and provable.

Potential Differentiator	Is it true?	Is it relevant?	Is it provable?

2. Support for your differentiators

• _____	• _____
• _____	• _____
• _____	• _____
• _____	• _____

Now that you have assessed your potential differentiators, use the space below to identify the differentiators that are true, relevant, and also provable.

3. Final Differentiators

- _____
- _____
- _____
- _____
- _____

4. Rank your Differentiators

1. _____
2. _____
3. _____
4. _____
5. _____

Positioning Statement

Sentence 1

Sentence 2-3

Final Sentence

Write Final Positioning Statement

Issues/Topics



Use the space below to identify your issues and topics.

Issue 1: _____

Topic 1A: _____

Topic 1B: _____

Topic 1C: _____

Issue 2: _____

Topic 2A: _____

Topic 2B: _____

Topic 2C: _____

Issue 3: _____

Topic 3A: _____

Topic 3B: _____

Topic 3C: _____