

# Visible Expert Online Workshop: The Differentiated Expert

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

## Instructions

Use the table below to help address your differentiators. 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?

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

## Final Differentiators

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Draft your positioning statement:

**Sentence 1**

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**Sentence 2-3**

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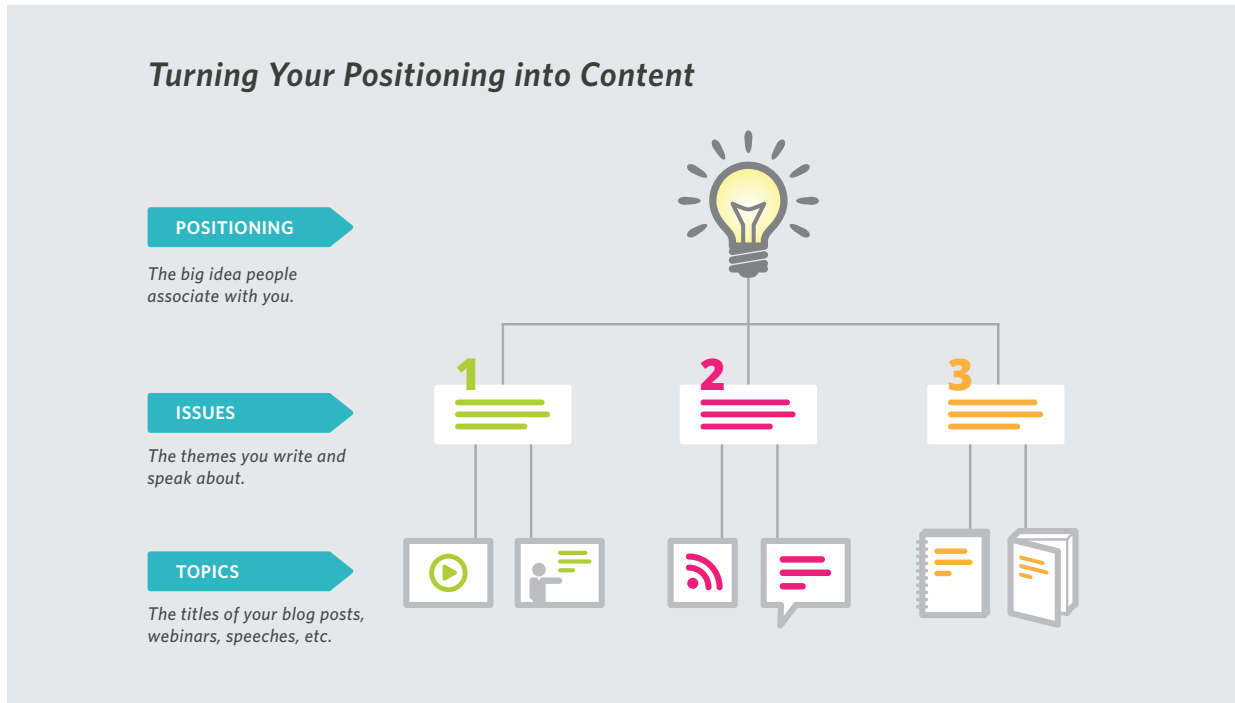
**Final Sentence**

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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: \_\_\_\_\_