

The logo for 'emanate creative services' is located in the top right corner. It consists of the word 'emanate' in a bold, blue, lowercase sans-serif font, with 'creative services' in a smaller, lighter blue, lowercase sans-serif font directly below it. The logo is set against a white circular background.

emanate
creative services

A horizontal band with a teal, textured background, resembling a book cover or a piece of fabric, which serves as a backdrop for the main title text.

CREATE YOUR BRAND POSITIONING STATEMENT

IN 3 SIMPLE STEPS!



Brand Attributes

Go through the following 6 questions for defining your brand attributes 3 times. The first time, simply write every attribute that comes to mind. The second time, circle your top 3. The final time, put a check mark beside your top 1 (or 2). *Remember to answer from the perspective of your ideal state!*

1 CULTURE

How would your employees describe you?

2 CUSTOMERS

How would you describe your customers?

3 VOICE

How would you like to sound to others outside your business?

Brand Attributes (continued)

Go through the remaining 3 questions for defining your brand attributes.

4 BENEFIT

How do people feel after interacting with you?

5 IMPACT

What tangible impact do you have on others?

6 X-FACTOR

What makes you different or gives you an edge over your competitors?

Products and Services

Go through the following questions defining your products and services, 3 times. The first time, simply write every product or service you offer. The second time, circle your top 3. The final time, narrow it down to the final 1 or 2 products and/or services that best describe what you offer, and put a check mark beside them.

PRODUCTS

What objects are given in a transaction?

SERVICES

What actions are given in a transaction?

Brand Positioning Statement

Fill in the blanks with the top option(s) you checked off on the previous 2 pages.

_____ provides

Name

_____ to

Product/Service

_____ customers in a

Customer

_____ environment, with a

Culture

_____ voice, helping them feel

Voice

_____ while improving their

Benefit

_____.

Impact

X-Factor: _____

Well done! With that, your Brand Positioning Statement is complete.

Now you and your entire team can use it as reference, to ensure consistency, clarity, and authenticity while crafting your brand!

If you run into any questions or concerns, feel free to reach out to emily@emanatecs.com. Myself or one of my teammates would be happy to help you out. Happy branding!

