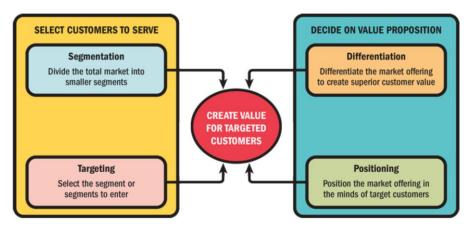
# **Creating value for customers**



### 1. Define your value

The products you offer	fer The value they provide	

### 2. Research customer segments



"I run a [BUSINESS] in the Wyndham local area focused on [PRODUCTS/ VALUE]. You will help me with a segmentation-targeting-positioning process. Start by researching customer needs and demographics in the area, analysing possible customer segments I could target.

Make sure segments are value-based not just demographics"

Segment	Values/ Needs

#### 3. Select a target segment

Segment		
Size		
Reachability		
Value		
Fit		
Competition		
Total		

# 4. Write your positioning statement



"Help me create a positioning statement for my business and target segment. Create 5 alternatives and evaluate how well they fit my business. Use the format: "for [target] who [value], we are the [category] that [unique benefit] because [proof]."

Your	
statement	_

#### 5. Create branded content!

Brand traits	1.	2.	3.



"Generate brand tone guidelines, tagline and keywords given my positioning statement and target segment. The brand should have traits of [CHOSEN TRAITS]"

#### Now experiment with creating different types of content

e.g. An 'about us' website page, a social post about an event, a newsletter article, a blog post...

Remember to include details 1) the channel, 2) the goal, 3) length or format

Share what you create!





Notes:





# **Membership starts from \$150+GST per month!**

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