



Target Customer Positioning Workbook

POSITION YOUR BUSINESS FOR SUCCESS



INTRO

Welcome to the Target Customer Positioning Workbook! This comprehensive guide is designed specifically for business owners, sales directors, and nonprofit directors who want to develop impactful messaging that resonates with their target customers.

In today's competitive landscape, effectively communicating how your business or organization meets the needs of your customers is crucial for success. This workbook will provide you with a step-by-step process to identify your target customer and develop messaging that positions your business or organization as the solution to their needs. Doing this well will take time. We recommend that you work on it for a few minutes each day over the course of a week or two.

Whether you're a seasoned marketer or new to the world of positioning messaging, this workbook will empower you to stand out from the competition and establish your business as the go-to solution for your target customers.

Get ready to unlock the full potential of your messaging and watch your business soar to new heights. Let's dive in!

THE ELEMENTS

BRAND

This is your company or organization.

TARGET CUSTOMER/CLIENT

This is the individual who makes the purchasing decision related to your product or service. Keep in mind that the purchaser of your product or service may not be the end user. If your business falls into this category, go through the exercises in this workbook twice: once for the purchaser and once for the user, so that you will be prepared to speak to the needs of either one.

BENEFIT TO CLIENT

These are the benefits that your brand provides to the target customer. Benefits offer solutions to their challenges, problems, or needs. Be careful not to confuse benefits with product attributes. Benefits are benefits from the perspective of the target customer. These could be functional, economical, or psychological/emotional benefits.

PROOF POINTS

This is concrete evidence that you possess pertaining to the quality, importance, or distinctiveness of your product or service. Proof points are verifiable facts such as data from reputable scientific studies, rankings from highly regarded media outlets, awards, or consumer outcomes based on quality research data.

BRAINSTORM!



Use the following pages to brainstorm elements for your positioning message. You can print out these pages and write the answers by hand, or simply type in the pdf.

This exercise is intended to be a brain dump. Don't judge what you write; just put down ideas. We'll edit later.

*Don't judge;
just put down
ideas!*

WHO IS YOUR TARGET CUSTOMER/CLIENT

Use the space below to make notes about who you believe your target customer to be. Feel free to write down more than one. In the empathize section, you may uncover commonalities that will help clarify who your target really is. It's also highly likely you will have targets with very different needs. In that case, remember, you can always go through the process again with a second target customer.



It's time to sort through your ideas and pull out the best ones.

REFINING YOUR TARGET CUSTOMER/CLIENT

If you listed multiple target customers during the brainstorming session, try to identify commonalities among these different groups of people. This will help you consolidate the ideas into one unified customer group.

For example, rather than a specific position, the Adance Marketing target client is, "individuals who are responsible for business/revenue growth within an organization but have limited or no marketing experience and education."

Use the space below to note any commonalities between the target customers you listed in the brainstorming section.

DEFINING YOUR TARGET CUSTOMER/CLIENT

Use the space below to clearly articulate who your target customer or client is.

TARGET CUSTOMER CHALLENGES & ASPIRATIONS

Review your brainstorming notes from pages 6 and 7. Is there a problem or challenge that your product or service solves? Is there a customer aspiration that your product or service can help the target customer achieve?

Use the space below to make note of the challenge or aspiration that you can help your target customer address. If you have more than one, select the one that you think will have the most emotional impact on the target customer. (There are psychology studies that show people make emotional decisions first and then back them up with logic!)

Example: At Adance Marketing, our target customer lacks professional marketing experience, which leaves them unsure about the best course of action to pursue and often leads to costly mistakes. We help them get a better return on their marketing investment by providing access to marketing expertise. With an expert by their side, they experience less uncertainty and less stress about their marketing strategy and budget allocation.

KEY MESSAGE #2: What problem does your target customer have?

Use the space below to write a succinct description of your customer’s problem.

KEY MESSAGE #3: How will your customer’s life be better if they select your product or service to solve their problem?

Use the space below to write a succinct description of the benefit your customer will experience as a result of working with you or purchasing your product.

KEY MESSAGE #3: How has your company helped other customers solve their problem? Give an example of the impact your product or service had on another customer.

Use the space below to document a customer testimonial or proof point that supports your messages.

LAST STEP! REFINE WITH AI

Below are some examples of marketing prompts copied from [Jasper AI's](#) prompt database that you can use to help refine your key messages and marketing copy. Although they are written for Jasper AI, the basic framework will work in other platforms and LLM's such as ChatGPT, Bard, Hyperwrite, etc.

Fill in your organization's details for the bracketed text in each prompt.

Please note! LLM's are prone to "hallucinations," the term that describes when they respond with false information. You should always vet your AI responses carefully!

4 C's Framework:

Write a copy using the 'Four C's' framework to create clear, concise, compelling, and credible copy for [target customer]. Use this checklist to ensure that our message is effectively communicated and persuades the reader to take action. Include talking points such as [key message #3] and [desired action]."

Awareness-Comprehension-Conviction-Action Framework:

Write a copy using the 'Awareness-Comprehension-Conviction-Action' framework to present the situation or [problem] faced by [target customer] and help them understand it. Create the desired conviction in the reader to use our [product/service] as the solution and make them take action.

Emotion-Logic Framework:

Using the 'Emotion-Logic' framework, please write a copy that connects with [target customer] and creates desire for our [product/service]. Use emotional appeals to connect with the reader, but also use logical arguments to convince them to take action. Include talking points such as [emotion], [pain point], and [desired action].

Problem-Agitate-Solve Framework:

Using the 'Problem-Agitate-Solve' framework, please write a copy that identifies the most painful [problem] faced by [target customer] and agitates the issue to show why it is a bad situation. Then, present our [product/service] as the logical solution to the problem.



BRAND MESSAGING

Put it all together. Use the space below to paste in your finalized key messages. Then, save this sheet in a place where it will be easy to reference when you're writing about your organization.



Helping small businesses and nonprofits grow their revenue by working with them to identify their most promising prospects, establish successful connections, and ultimately convert prospects into loyal brand advocates.

Let's connect!

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