

FROM
A S S I S T A N T TO
B R A N D S T R A T E G I S T

YOUR BRAND POSITIONING STATEMENT



POSITIONING STATEMENT

THE ONLY:	WHAT YOU DO/YOUR INDUSTRY
IN:	WHERE YOU DO IT
THAT:	THE ONE THING YOU DO BETTER THAN ANYONE
FOR:	YOUR IDEAL CLIENT
WHO WANT:	THE GUT-LEVEL PROBLEM YOU SOLVE
WHEN:	WHAT'S KEEPING THEM FROM WHAT THEY WANT?

THE ONLY:

Motorcycle Manufacturer

IN:

In the United States

THAT:

Makes big, loud motorcycles

FOR:

Macho guys (and wannabe's)

WHO WANT:

To Join a gang of cowboys

WHEN:

In an era of decreasing personal freedom



POSITIONING
STATEMENT



The Right Hire. Right Now.