



a **DELUXE™** company

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WHITE PAPER

Understand Your Brand And Position To Outperform And Out-think Your Competition

What Smart Business Owners Want To Know!



Psst...Wanna Know A Secret?

Know the secret only a few select business owners understand: the single biggest impact you can have on your business is to intelligently invest in your positioning and branding!

Don't believe it? Ask one of the world's best business writers, Tom Peters, www.tompeters.com .

"Branding" is not just for big folks with big budgets. And modest size is actually a Big Advantage in becoming a local-regional-niche "star-brand"

- Tom Peters

Positioning

Positioning is about "owning" one big thing in your marketplace or marketspace. A credible story that can be summed up in one or two key words.

Consider Volvo owning "safety" in the automotive market or Nike owning "performance" in sporting gear and the picture grows clearer

Understand Your Brand And Positioning

Branding and positioning are quite simply YOUR STORY. It is very simple and therefore very hard. Ask yourself some of these questions:

- What do I want to stand for?
- What is my character?
- What is my promise and how do I back it up?
- Why would customers want to buy from me?
- Why does what I do matter?

Answer these questions and you will begin to write your story; the story that becomes your brand and your position and your business life.

Free Positioning Development Tool Available At www.nebs.ca/positioning

A simple positioning development tool – The Position Funnel – will help you develop the one or two words that will become your brand and start you on the road to beating your competition.Δ