CHAPTER 2 · BRAND STRATEGY

Your brand on one page

Four decisions the rest of your marketing reads from: who you're for, why they pick you, what you stand for, and how you show up. Start with your real customers, not your assumptions.

01 Your last 20 new customers

Sort by profit, not size.

#	CUSTOMER	PROFIT	#	CUSTOMER	PROFIT
01			11		
02			12		
03			13		
04			14		
05			15		
06			16		
07			17		
08			18		
09			19		
10			20		

Study the top quarter

CUSTOMER	WHAT MADE THEM ACT NOW	WHO DECIDED	WHO DID THE LOOKING	WHAT ELSE THEY CONSIDERED

"What else they considered" includes "keep doing what we're doing." Circle what shows up more than twice. That's who you're for.

CHAPTER 2 · BRAND STRATEGY · CONTINUED

Your brand on one page

02 Why they pick you

Get, Who, To, Buy

Get
Who you want: the customer from your review

Who
The situation that sends them looking

To
What you want them to do

Buy
What they're really buying, and why you win

Put your top competitor's name on the Buy line. Does it still work?
If it does, it isn't a value proposition yet. Keep going.

☐ Still works ☐ Only fits us

03 Say it one level higher

FEATURE	FUNCTION	FEELING	IDENTITY
What it is	What it does for them	How it feels	Who it makes them

Your homepage headline today

Which level is it on?

☐ Feature ☐ Function ☐ Feeling ☐ Identity

The same idea, one level higher

REMEMBER

Build your marketing to win the choice your buyer was actually making, **not an argument with the market leader they were never having.**

CHAPTER 2 · BRAND STRATEGY · CONTINUED

Your brand on one page

04 What you stand for

Mission
Why you exist, in one sentence. It should turn some customers away.

Vision
The company in five years, in a few lines. Not just a revenue number.

THREE VALUES	ONE DECISION EACH WOULD MAKE (A CUSTOMER MOMENT, A HIRE, OR A JOB YOU'D TURN DOWN)

If you can't think of a decision, it isn't a value yet.

05 How you show up

The visual tests

Cover the names on your homepage and two competitors'. Could a customer tell which one is yours?	☐ Yes	☐ No
Ask three good customers what a company that looks like yours would charge. Is it what you charge?	☐ Yes	☐ No
Pull the last twenty things your company made. Do they look and sound like one company?	☐ Yes	☐ No
Do you look like the company your best customer would pay more to hire?	☐ Yes	☐ No

CHAPTER 2 · BRAND STRATEGY · CONTINUED

Your brand on one page

Your voice

Three examples of your best writing A page, an email, a proposal: where to find them	
Five words or claims you never use	

06 Being known

Ask your last ten new customers

How many had heard of you before they reached out?	
How fast those customers said yes Compare with the ones who came in cold	
How fast the cold ones said yes	

Your brand, in one place

Who you're for	
Why they pick you	
What you stand for	

EVERY CHAPTER READS FROM THIS

Your ads aim at who you're for. Your headline and replies come from why they pick you. **Put all of it on one page, and keep it where your whole team can find it.**