

Spark Marketing Roundtable

The Power of Positioning and Branding

The toughest easy questions you must answer. (A HOMEWORK ASSIGNMENT)

- Write down ONLY four words that describe what your organization does.

- Write down ONLY four words that describe your organization's personality.

- What project/client/engagement/product launch have you enjoyed the most?

_____ Why? _____

- Who have you said "no" to in the last year?

_____ Why? _____

- I specialize in _____.

- My biggest competitors are:

- If I could influence one decision maker, it would be (title) _____.

- The reason most of my customers hire me/buy from me is because

- I want to be known as the best _____ in _____.

- Fill in the following statement:

To _____, _____ is the _____ that does _____ [for _____].