

BizMap Boogie

The Business Planning System

VISION TO VICTORY: MAPPING YOUR ROUTE FROM
AMBITION TO ACCOMPLISHMENT

Designed by:

THE
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And presented through:



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Chapter 3 – Create Your Marketing Map

In the previous chapter, you explored market opportunities and risks, gaining valuable insights into potential areas for growth for your business. Now, it's time to take the next crucial step in your BizMapping journey – developing your simple Marketing Map.

In this chapter, you'll directly apply your findings from previous chapters to shape your future marketing focus. Think of the Marketing Map in your BizMap as the first few dance steps, not the entire routine. It's about outlining, in straightforward terms, what you're offering, who your audience is, and how you'll make those sales – much like setting the rhythm for your dance. The detailed action plans, akin to the intricate dance moves, can be developed separately during the implementation phase, ensuring your business dance is both clear and compelling.

- **Pick Your Marketing Focus**
- **Fine-Tune Your Unique Sales Proposition (USP) and Positioning**
- **Charting a Marketing Course: Using Strategic Coordinates**

Craft Your USP & Guarantee

Whether you choose to contact customers or are a start-up with a limited number of customers, you can further develop your USP and Guarantee using a well thought out questionnaire. The questions below will assist you in uncovering or building your competitive edge or Unique Selling Proposition, along with a robust guarantee that alleviates the concerns of potential customers about doing business with you.

With this information, you'll be ready to write your own USP statement.

Now, it's your chance to create your Unique Selling Proposition (USP) and Guarantee. You've tackled the USP and Guarantee Questionnaire and even shared some insights in the Introduction's Warm-Up Questions.

So, take a shot at it! If you need assistance, feel free to email me. I'm here to help spark your ideas.

Craft these statements in a compelling and impactful manner, aiming to attract potential customers and encourage them to make a PURCHASE!

1. In what situations or scenarios do your prospects initially think about purchasing your product or service?
2. What needs, frustrations, fears, or pains drive your prospects to make a purchase?
3. According to your prospects, what results do they feel they need and expect after making a purchase?
4. If your prospects could reasonably expect something, what would they be delighted to receive from their purchase?

5. What common industry issues (e.g., tradespeople arriving late or leaving a mess) do your prospects anticipate when dealing with your line of business?
6. When thinking about buying what you offer, what potential problems or frustrations do your prospects fear?
7. What essential information about your industry would be beneficial for your prospects to know during their decision-making process?
8. How is your company uniquely positioned to not only meet but also exceed your prospects' expectations?
9. What type of data will provide your prospects with confidence in their purchase decision?
10. What data can you share with your prospects to underscore the distinctiveness of your company?
11. How can you assure your prospects that they won't encounter their dreaded issues if they choose to buy from you?
12. What reassurance would you like to provide your prospects to ensure they won't face their feared challenges when buying from you?

My Unique Selling Proposition:

My Guarantee:

Create Your Positioning Statement

Once you've created your USP and Guarantee, you're ready to develop a positioning statement for a specific product/service.

A positioning statement integrates the target audience, their pain points and needs, a specific product/service, your solution, and the product/service benefits. If you're a product-based business and have a large number of individual but similar products, group them and create one positioning statement for all of them.

For this course, keep it simple. Choose **one** product or service to focus on – you can add more later.

Before you get to work on your basic positioning statement, think about these questions:

1. **Who is the customer for this product/service?**
2. **What issue does your product/service solve for the customer?**
3. **What are the relevant features and benefits of your product/service?**
4. **How does your product differ from the competition?**

1. Who is the customer for this product/service?

Determine the target audience for your product or service.
Identify the individuals or groups who are most likely to benefit

from what you offer. Understand their needs, preferences, and characteristics to create a detailed profile of your ideal customer. Consider factors such as demographics, interests, and behaviors to paint a comprehensive picture of the audience you aim to serve. Some of the clients I work with often develop a prospective avatar, or avatars, to represent potential customers. By defining your customer clearly, you lay the foundation for tailoring your product or service to meet their specific requirements and preferences. This understanding not only sharpens your marketing strategy but also ensures that your offerings resonate effectively with the right audience, increasing the likelihood of success in the market.

2. What issue does your product/service solve for the customer?

Delve into the core problem or challenge that your product or service addresses for the customer. Identify the pain points or needs your target audience faces and articulate how your offering provides a solution. Whether it's simplifying a complex task, saving time, enhancing convenience, or fulfilling a specific desire, pinpoint the problem your product/service aims to solve. Understanding this issue is crucial as it forms the basis for your unique selling proposition. By clearly defining the problem your customers encounter, you can position your product/service as the effective and necessary solution. This not only establishes a compelling case for your offerings but also strengthens your connection with the customer, demonstrating that you empathize with their concerns and are uniquely positioned to provide the resolution they seek.

3. What are the relevant features and benefits of your product/service?

Outline the distinctive features and associated benefits of your product or service. Features are the unique characteristics that set your offering apart, encompassing attributes like design,

functionality, and specifications. On the other hand, benefits are the positive outcomes and advantages that customers gain from these features. Remember the **"So What?"** question discussed above to define the benefit for each feature, consider how each feature translates into a tangible benefit, addressing the needs or desires of your target audience. Whether it's increased efficiency, cost savings, improved user experience, or enhanced performance, clearly articulate how the features of your product/service deliver value to the customer. This detailed exploration ensures that your marketing messaging communicates not just what your offering has but, more importantly, how it positively impacts the customer, creating a compelling narrative that resonates with your audience.

4. How does your product differ from the competition?

Analyze the distinct characteristics that set your product apart from competitors in the market. Identify the unique selling points, features, or aspects that give your offering a competitive edge. This involves a comprehensive examination of your product's attributes, quality, innovation, pricing, or any other factor that distinguishes it within the industry. By understanding and articulating these differentiators, you not only highlight the unique selling proposition to your potential customers but also strengthen your brand identity. Communicating these differences effectively allows you to position your product in a way that stands out, attracting customers who are seeking something unique or superior. This differentiation strategy is crucial for creating a competitive advantage and establishing a clear market presence, setting the stage for sustained success in a crowded marketplace.

Basic Positioning Statement Structure

Positioning statements follow this basic structure:

For [target] that [need/want/pain point], [company name + product/service] is a [solution] that uniquely solves this by [benefit].

(REVIEW THE FEATURES/BENEFITS EXAMPLE ABOVE TO ASSIST)

Returning to the example of the financial coaching business for creatives, a positioning statement for their group coaching services might look something like this:

For creative small business owners and freelancers who want to gain control of their finances, Innovative Financial's group coaching is the only service of its kind focused on the creative industry, bringing together a dynamic community that nurtures financial empowerment, support, and connection.

Don't worry about filling in the template exactly in that order. It's simply a guide for you. However, do try to include all the elements since they will help you keep your all your communication and messaging consistent.

Remember:

- Positioning is a strategic exercise that's 'for internal use only'. It helps you to define your product's unique benefits and how you want to be seen in the marketplace.
- The USP is a concise statement that describes the unique benefit or advantage that a product, service, or business provides to its target audience.

Action Steps:

1. Create your Unique Selling Proposition (USP) by answering the questions in your **Action Guide: Pgs. 41-44.**
2. Answer the questions about your focus offer to help guide you in crafting your positioning statement. **Action Guide: Pgs. 45-46.**
3. Complete the basic positioning statement template in your action guide. Refer to the example provided in the chapter.
4. Add your Unique Selling Proposition and Positioning Statement to your **BizMap Template: Pg. 12.**