



Majority Media

The 5,4,3 Method for Brand Clarity Introduction

Set the standard & find your audience



Creator



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The 5,4,3 Method is a step-by-step methodology that outlines the path from where your business is to where you want to be

Problem

Without **brand clarity** you end up being one of many instead of being **the perfect solution**

5

Brand Clarity

The big 5 steps to **gaining brand clarity** with your audience.

4

The Differentiators

The 4 differentiators to **set your brand apart** from the competition.

3

Stages of business

What stage and strategy gives you the **best market positioning**.

Problem

Misconceptions on the importance of Brand Clarity with your target audience.

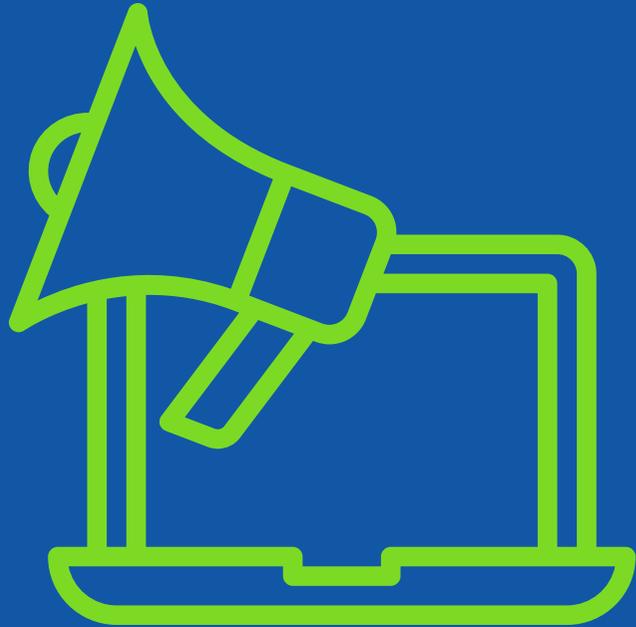
What is Brand Clarity? Brand Clarity is the ability to articulate your mission, vision, and experience with your target audience. Sharing your overall personality, values and expectations.

Brand Clarity is the ability to set the standard for what an audience can expect from interacting with your brand. In a way that removes confusion and second guessing.

The Big 5

The path from where
your business is to where
you want it to be...

- 1 Brand Journey
- 2 Target Audience
- 3 Business Plan
- 4 Business Basics
- 5 Marketing Basics



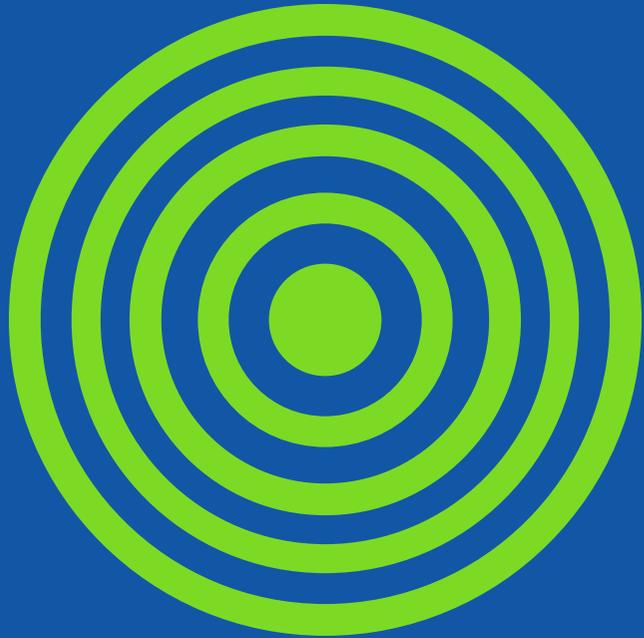
Brand Journey

What makes this personal for you?

What are you hoping to accomplish?

Why this business? Why now?

What are your core principles & mission statement?



Target Audience

Who do you serve?

What problem do you solve?

What solution do you deliver?

What results will they get?

What is the impact of the results?



Business Plan

Are you selling for quantity or quality?

How will you price your offering?

Will it be a one-time purchase?

What is the customer journey?

What are the business/sales goals?



Business Basics

Do you have your business name?

Do you have your domain?

Do you have your business email address?

What steps have you taken to legitimize your business?



Marketing Basics

Do you have your social media accounts set up?

How will you promote your solution?

How will you build your brand authority?

How will you manage your brand reputation?



The reward for covering The Big 5?
Setting your business up for success not
waiting for the rollout of your business
and hoping that customers to show up.

Strategy

The 4 Points of Differentiation



You

Difference



Competitors

Competitive Analysis

Competitive edge in your industry & market

	Feature A	Feature B	Feature C	Feature D	Feature E	Feature F
<i>Your Brand</i>	✓	✓	✓	✓	✓	✓
<i>Competitor 1</i>	✓	✓			✓	
<i>Competitor 2</i>	✓			✓		
<i>Competitor 3</i>	✓	✓	✓	✓		

1

Your Target Audience

Your target audience is a key differentiator. Narrowing your focus to specific groups you resonate with the most is what separates you from your competition.

2

Your Solution

When you take the time to get to know your audience, your solution is based on their pain points & concerns. What you're selling becomes the answer to their problems.

3

Your Why Your Reason

Sharing why you chose this problem to solve can take you from being one of many with a solution to the only logical choice.

4

Your Experience

What is your level of experience with the problem, solution and results? What makes you an expert? Have you been through it yourself and that's why you're addressing it?

The 3 Stages Of Business

Strategy

Identify the stage of business that gives you the best marketing positioning for your brand.



The Past

The Brand Strategy is to promote your journey up to this point.



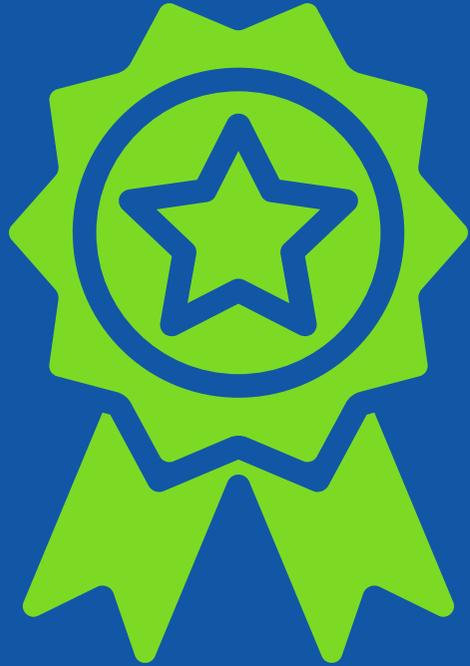
The Present

The Brand Strategy is to promote your place in the market now.



The Future

The Brand Strategy is to promote where you're going with your brand.



The 5,4,3 Method is centered around a comprehensive business evaluation and assessment that takes five key building blocks, four points of differentiation, and three stages of business.



**The secret of
getting ahead is
getting started.**

- Mark Twain



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