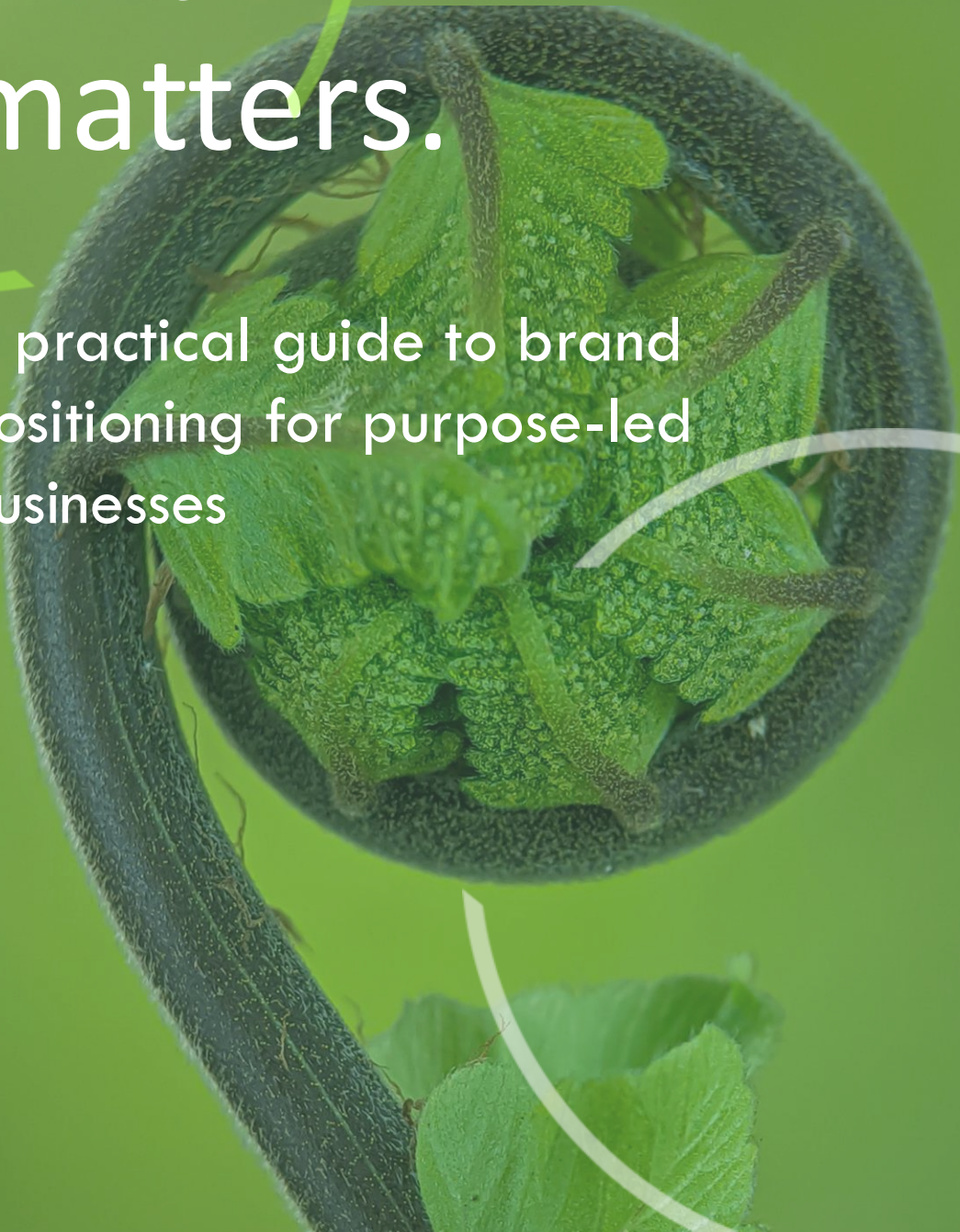


the
natural
word

Why brand matters.

A practical guide to brand
positioning for purpose-led
businesses



Marketing needs strong foundations.

And brand is essential.

Marketing often starts with the tactical - writing or filming content, creating ads, crafting copy. These tactics usually explain what you do, what you sell, or they demonstrate it.

The problem with that is the content is very focused on your business and so none of what you are creating is about the buyer.

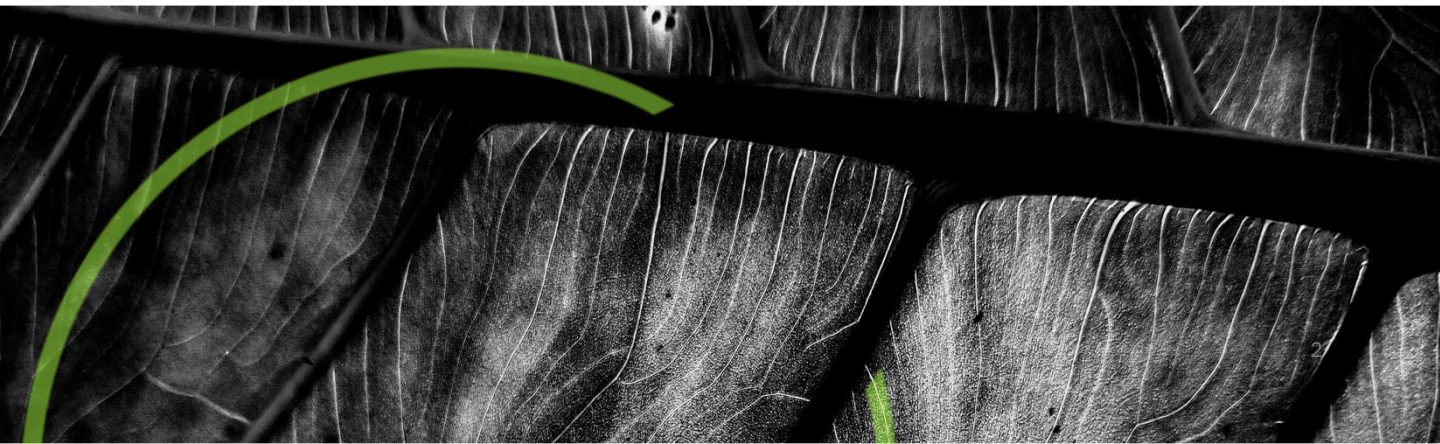
If we don't centre that buyer, from the very start, we'll struggle to craft a message that resonates with them and, ultimately, compels them to buy. That's why at The Natural Word, we believe brand positioning is central to good marketing.

We've worked across a lot of

different businesses, on marketing plans, projects and campaigns. The first question we always ask is: ***who is this for?***

We want to clearly understand our ideal customer. The tenets they hold. How the offering solves their problem. We want to speak to that person in a way that resonates, and makes them feel seen, heard, and validated.

This guide runs through five steps we take with clients at The Natural Word to get a clear brand positioning. It doesn't have to be a lengthy process. It doesn't have to be complicated. It just needs to be clear before you start communicating with the market.



1. Vision and Mission

What's the big picture and how do you plan to get there?

Businesses often have quite a clear idea of why what they're trying to create in the world. Usually, this idea is something bigger than the business. And it might be something that isn't realised in the business's lifetime. It's a vision, it's an ambition, it's an aim for something higher.

Your mission is what you do day to day to move towards that vision. It's specific. It's yours. Someone should read your mission statement and understand what you sell.

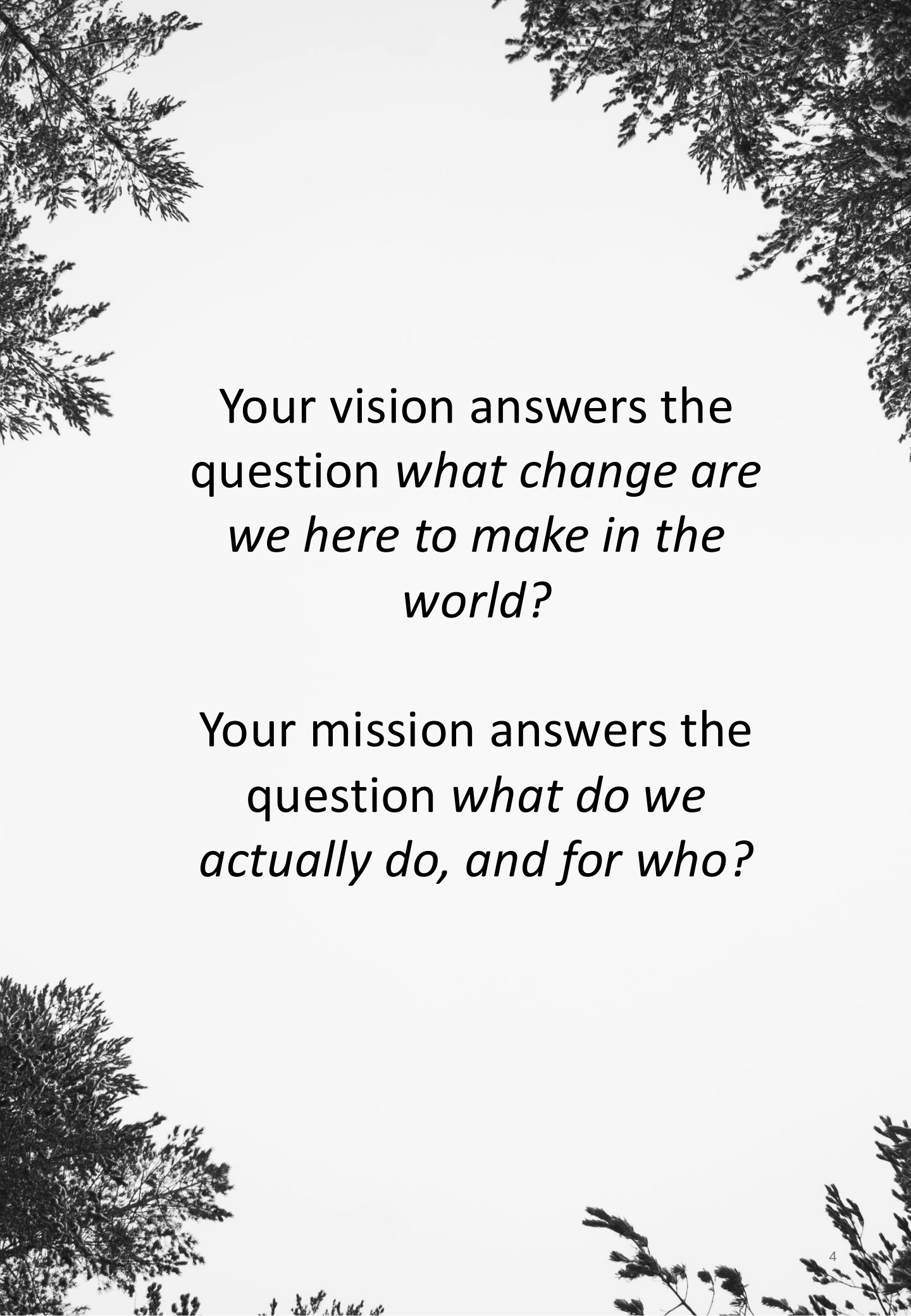
Your vision answers the question *what change are we here to make in the world?*

Your mission answers the question *what do we actually do, and for who?*

Try this yourself.

- Write your vision in one sentence. A simple explanation of what you're trying to achieve.
- Write your mission in one sentence. What you do, who it's for, and how.
- Read both back. Would a stranger understand what you do from the mission alone?





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2. Values that mean something.

How to anchor your purpose in strong values.

The values piece can feel like a nice-to-have. It isn't. A good value set is an anchor for a lot of what you do in a business.

We've worked for companies where values guided their business processes, including recruitment.

Good values are specific. More importantly, they should guide

your choices, especially when the right decision isn't the easiest one. That might mean turning down a client who isn't the right fit or choosing not to work with a supplier whose business practices don't align with yours.

Living by your values can mean making difficult choices, but those choices build a brand that is consistent, credible and strong.

How to find yours

- Think of a decision in your company you're proud of. What principle drove it?
- Think of a decision you regret. What principle did you ignore?
- Write the value as a stance, not a noun. Instead of 'Transparency', try 'We tell our clients the truth, even when it's inconvenient.'

You don't need a long list. Three is ideal. No more than five.



3. Mapping your competitors.

Defining your competition and finding the gap.

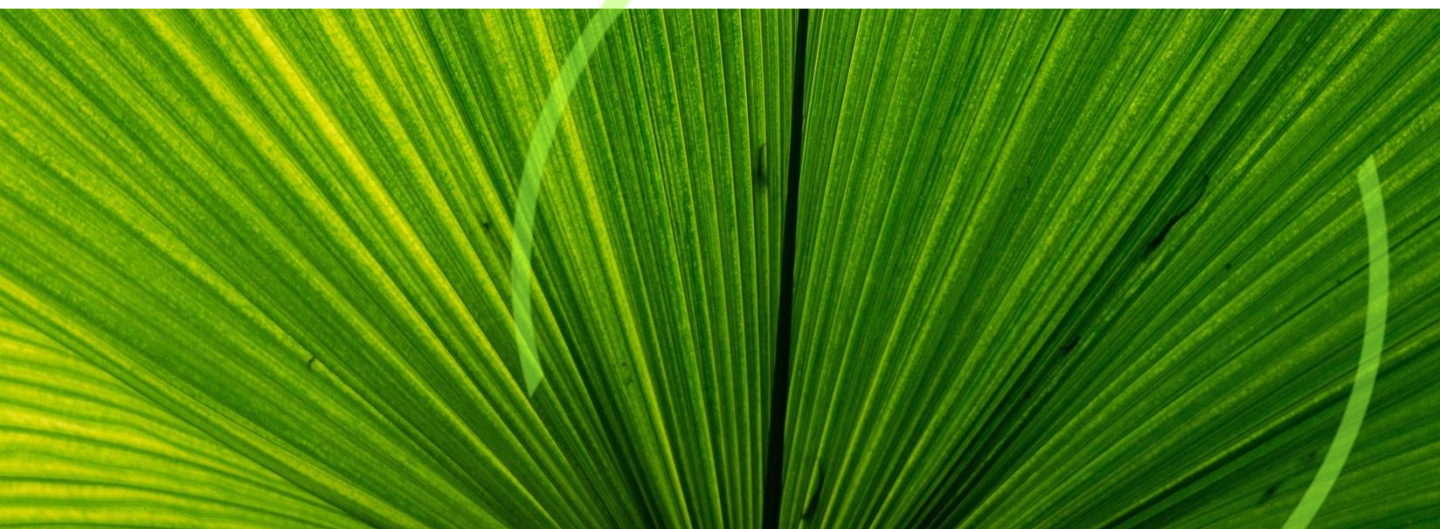
Defining your competitor list and understanding how they show up in the market - their route to market, who they target, the channels they use, their tone of voice, their offers - is critical to finding the market gap, and therefore your opportunity and position in the market.

We encourage every business we work with to map themselves against companies that look most like them. You may have multiple buckets of competitors, so start by understanding the type: who

they are, what they offer that you don't, what you offer that they don't.

Competitor mapping

- ☐ Create a framework and fill it in for your business and for each competitor.
- ☐ Then look for the gaps. The gap is where the opportunity sits. That's where you position yourself and differentiate.



4. Finding your Ideal Customer Profile (IPC)

Who is your key buyer?

An ideal customer profile defines the person most likely, willing and able to buy your offer. Your solution answers a problem they have and you've got the evidence and proof to back that up.

Defining your ICP is essential, because this is the person you want to be talking to in all your content, communications and marketing going forward. You might have more than one profile. If so, map them all.

To map your ICP, start with where they work: industry, sector, job title. But also the tenets of the organisation they work for. Multiple sites or one. Complex or simple. Progressive or not.

If you're talking B2C (Business to Consumer), you want to understand very clearly who that person is and what makes them tick. Buying habits, website use, social media interaction, and any market analysis you can pull on

those demographics all help sharpen the ICP.

To do this yourself:

- ☐ Look at the data you already hold about your clients.
- ☐ What events got them to you?
- ☐ What have they already tried that didn't work?
- ☐ What's the fear behind the buying decision?
- ☐ Where do they go for information, and how do they access it?

Bring the ICP to life as a real person. Give that person a name and profile that means something internally, one your team can refer back to. Think of a real person as you define this. Not a demographic. A person.

5. Bringing it all together.

Creating your positioning statement.

Now take the work you've done and bring it into a positioning statement.

- We believe [vision].
- We exist to [mission].
- We do this by [core value in action].
- We're different because [competitor gap].
- We're built for [ideal customer profile].

That's the bones of your positioning statement. The next step is testing it, against your website, your recent proposals, internally with your team, with your clients.

If something doesn't fit, go back and refine it. This should be a living document. Your business will evolve, and so should this.

The Natural Word embeds directly into growth phase, complex and purpose-driven businesses, bringing strategic marketing that delivers meaningful action, growth and long-term value.

If you'd like some help developing your brand positioning, get in touch:

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Connecting purpose and
reputation with growth.

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