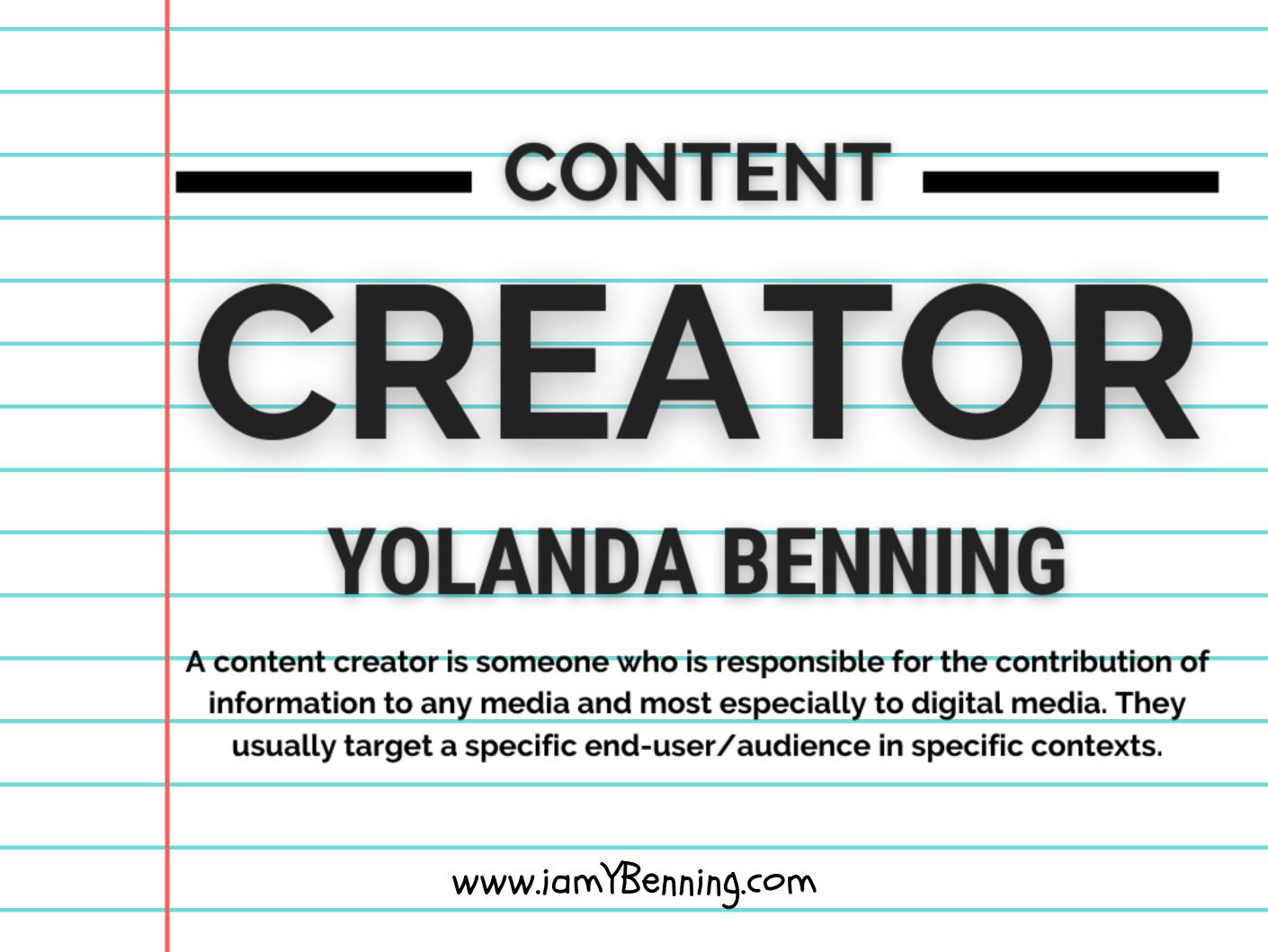
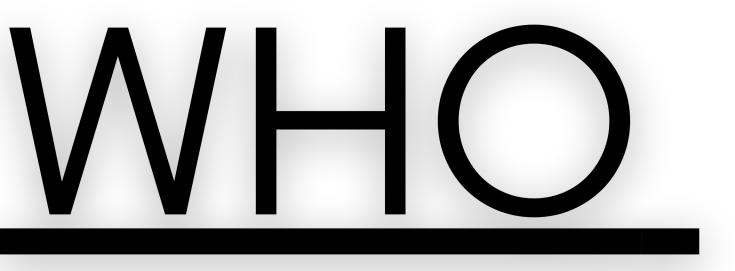
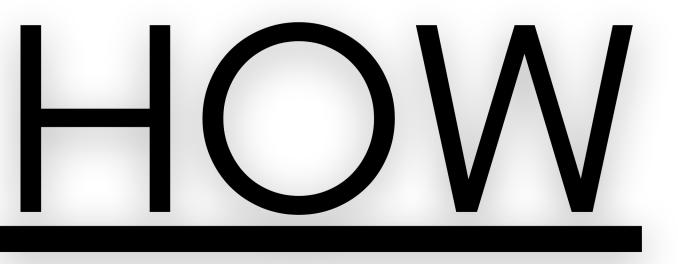
A.
# Pace dive average of the part of the par
#1 Best-give away to supercharge
your business!
PERSONAL
TGKJGN76
BRANDING 161
DKFNPLNG 101
"Help others as you would have them help you".
Yolanda Benning
J





# WHAT





### WHO DO YOU SERVE?

Describe the communities, organizations and tribes you serve. Pick the top 3. Then narrow to the one that resonates the most with you.

### WHAT DO YOU DO?

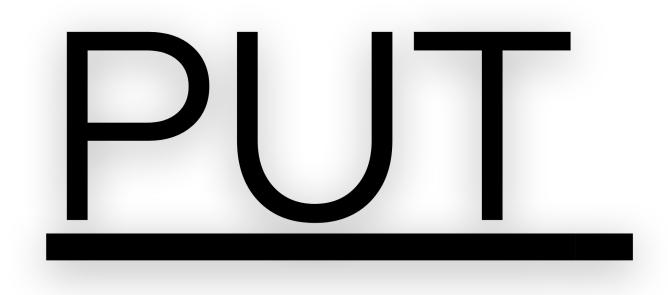
### Describe what you do to help others. Pick the top 3.

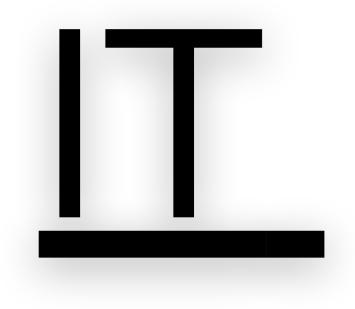
### HOW?

# Describe in tangible terms how you are able to help others. Pick the top 3

### WHY YOU DO THIS?

Describe the emotional, intangible benefits you create for others. Pick the top 3









# TOGETER?



## <u>POSITIONING</u> STATEMENT:



Community/Organization/Tribe You Serve

BY

TO

What Do You Do To Help Others? (Max3)

#### THAT

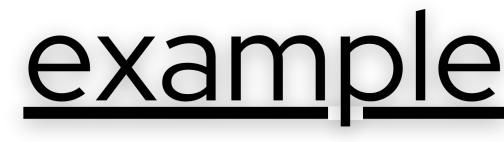
**How You Help Others** 

**Why: Emotional Impact You Create** 

CONTENT — REATOR YOLANDA BENNING

formation to any media and most especially to digital media. They

I HELP



## OSITIONING STATEMENT:

*Companies of all sizes, Business, Start-Ups, Services or Products* 

ΤO

**Community/Organization/Tribe You Serve** 

Stand Out! So tat they DO NOT Look, Walk, or Talk like anyone else

#### BY

#### What Do You Do To Help Others? (Max3)

Carving Out the Right Language, the Right Message, the Right Design, Look & Feel

#### **How You Help Others**

You can actually make people WANT your product or service

Why: Emotional Impact You Create

#### **Need the extra push?** Be accountable for your sucess.

Join our Facebook Problem Solving group of creative entrepreneurs, small business owners, start-up companies, freelancers, and content creators, in an open and collaborative forum.

www.facebook.com/groups/businessproblemsolving