



The 9 Steps to Developing a Great Unique Positioning Statement

Without a doubt, the most challenging part of becoming a Destination is when owners are asked to develop their Unique Positioning Statement.

It seems like it should be a pretty easy task: Write out a 2-4 paragraph statement about your business that explains how your business is different from every other business in your industry, and make sure that the first sentence is so interesting, that the listener needs to be intrigued by it.

But it's not easy!

Well, to help you in your efforts, here are more specific details and some simple tips on how to develop your Unique Positioning Statement, and make this process a little easier.

Let's start with this: Ideally a Unique Positioning Statement has these qualities:

1. It contains a compelling, emotional first sentence that when someone hears it, they understand how your business is different from every other business in your industry.
2. That first sentence should cause the person who hears it or reads it to think: "Tell me more" or "I want to see that place", without any further details.
3. It is always best if the first sentence has a location indicator, meaning it should explain the limit of your uniqueness in terms of geography. I recommend taking the greatest possible distance from your business that is true and accurate. (For example, I'm the only speaker in the world teaching businesses and communities how to make themselves into Destinations. Not just in Colorado. Not in the western United States. But in the entire world.) How far can you claim your uniqueness?
4. The first sentence should NOT be a tagline, which is "a descriptive slogan that briefly, memorably and descriptively sums up a company or product". First sentences of Unique Positioning Statements should be impressive, without sounding witty and amusing.
5. The first sentence should NOT sound like a marketing phrase that might appear on an advertisement. In fact, the first sentence should sound like a statement of fact that everyone in your industry understands without question.
6. The first sentence should be spoken as if someone just walked up to you and said: "How is your business different?" And your answer would begin with your business name: (Amigos Tortilla Bar is a Mexican restaurant in Key West and the Home of the Square Taco.)

7. The conclusion of paragraph 1, followed by paragraphs 2 through 4, are additional descriptive paragraphs going into greater detail on how your business is unique and how it delivers a unique experience to your customers. I have found that paragraphs 2-4 will solidify whether a consumer comes to your business, but without a powerful first sentence, many consumers will never get to those later paragraphs.
8. Every paragraph after the first sentence should have your business differences in descending uniqueness, meaning that after sentence 1, you must then state the next most impressive difference about your business, until 2 to 4 paragraphs complete the full description of your business.
9. Each sentence in your Unique Positioning Statement should avoid using generalities to describe your business differences. Use concrete and measurable terms, rather than generalities. Generalities like “great service, super selection, affordable products, convenient access, friendly staff” will elicit a feeling in consumers that they’ve “Heard this before”. Be specific and detail how your business is best in those categories.

With a little bit of work, you should be able to put together a powerful first sentence and a strong 2-4 paragraph statement that causes interest when consumers and the media hear a description of your business!

For more Destination Business tips, be sure to read my blog, where every week I post new insights and ideas. Just go to JonSchallertBlog.com to sign up!

Thanks,


Jon Schallert