



Media & Marketing Minds  
Creative minds to power your brand

# **SUPER POWER MY BRAND MESSAGING**

*DIY WORKBOOK GUIDE*





# Determine your Super-Hero Powers



We all have the capacity to be a superhero. In order to become one, you just have to find your unique power or ability and exploit it. The cape and mask are optional accessories.

□ *Robert Clancy*



Draw a picture that showcases your company as a super-hero. Think about:

- What is the problem you are solving with your business?
- What are the challenges of your market?
- What does it look like?
- What superpower does it have?
- What words & phrases are relevant to your hero that reflect its personality?



# Evaluate your Competition: The "C" of CAPE



If you aren't a little different from your competition, you are in trouble.

□ Marc Sanborn



- Who are your competitors?
- What makes each of them unique? What do they do differently?
- What problem do they solve?
- What do you admire about what they do?

List 3 competitors	Name one of their biggest strengths	Name one of their biggest weaknesses



# Identify your Audience: The "A" of CAPE



There is only one winning strategy. It is to carefully define the target market and direct a superior offering to that target market.

□ Phil Kotler



Be clear about the WHO you are reaching and understand their POV and how you provide them benefits. Draw a picture of your Ideal Customer and surround the picture with key words and phrases that represent them.

- What experience does your customer receive when they buy your product/service?
- What are the characteristics of your ideal customers?
- What are their challenges?
- What are their needs?
- What benefits do you deliver to them?



# Create your Pillars: The "P" of CAPE

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Your brand pillars are the foundation that represents the value you give to your audience and reflects your differentiation, the edge over your competition and the characteristics of your audience.

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□ Julie Neumark

1

Gather your words: Write down the words you wrote down in each of the exercises in the space below.

Brand Super Power Words	Audience Words	Strengths over competition	Brand personality

2

BRAINSTORM: Brainstorm more words that are related to your business, the value of your product or service and your unique personality.

3

Looking at your full list of words, categorize your words into themes and then write down a few key words that are resonating with you and are relevant to your business.



# Evaluate your C-A-P:

## The "E" of CAPE

# C

### COMPETITION

Know your competition and understand the sandbox (landscape) you play in.

# A

### AUDIENCE

Have a clear idea of who your target audience is.

# P

### PILLARS

Create 3-5 value proposition unique to your product or services

There are a few things that will help you build that brand experience and are needed as you go to market with your product, service or business:

- 1 Understand your marketplace
- 2 Determine your top 3 competitors (minimum)
- 3 Understand your competitive landscape and know where you fit in
- 4 Know your target audience
- 5 Be crystal clear about what problem you are solving
- 6 Identify your SWOT: your strengths, weaknesses, opportunities and threats
- 7 Figure out what makes you different from others in the market
- 8 Be genuine. Be authentic. Be You.
- 9 Develop YOUR message - a story that you own and one that is clear, consistent and creative
- 10 Your unique value proposition is the marriage of your audience's needs + your product or services' capabilities + how you do it better than your competition



# THANK YOU!

READY TO TAKE THE NEXT STEP? WE'D LOVE TO  
LEARN MORE ABOUT YOU AND YOUR BUSINESS.

CONTACT US FOR A FREE 15 MINUTE CONSULT:

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