

THE CREST MARK

Navigating Business Success, One Milestone at a Time

YOUR MARKET POSITIONING

Turning Insights into Action

Hey there! Let's turn all those ideas and strategies we discussed into concrete actions. I've put together this workbook to help you navigate your positioning journey step by step. Think of it as your personal roadmap to carving out your unique space in the luxury market.



Put it up, let's travel, wherever you want and where you're heading. Here's a simple way to keep tabs on your progress:



POSITIONING FOUNDATIONS CHECKLIST

Foundation Checklist

	Tasks	Target Date	Status	Notes
Brand Positioning	<input type="checkbox"/> Define current market position	/ /		
	<input type="checkbox"/> Identify unique differentiators			
	<input type="checkbox"/> Map competitor landscape			
	<input type="checkbox"/> Create positioning statement			
Customer Insight	<input type="checkbox"/> Create ideal client profile	/ /		
	<input type="checkbox"/> Map customer journey			
	<input type="checkbox"/> Identify pain points			
	<input type="checkbox"/> Define value proposition			
Market Analysis	<input type="checkbox"/> Research competitor messaging	/ /		
	<input type="checkbox"/> Identify market gaps			
	<input type="checkbox"/> Analyze pricing strategies			
	<input type="checkbox"/> Define opportunity areas			

 Note :



DETAILED WORKSHEETS

1. POSITIONING MATRIX

Current vs. Desired Position:

Market Factor	Where You Are	Where You Want to Be	Action Steps
Price Point			
Quality Level			
Brand Image			
Target Market			

 Note :



2. CUSTOMER VALUE MAPPING

Understanding Your Ideal Client:

Aspect	Details	Implementation
Desires		
Pain Points		
Aspirations		
Lifestyle		


 Note :



3. DIGITAL PRESENCE PLANNER

Online Experience Enhancement:

Platform	Current Status	Goal	Action Items
Website			
Instagram			
LinkedIn			

 Note :





RESOURCE TOOLKIT

- **Brand Story Framework**
 - Story arc
 - Key message checklist
 - Value proposition guide
 - Tone of voice examples
- **Digital Excellence Tools**
 - Website audit checklist
 - Content calendar
 - Social media strategy guide
 - Analytics tracking sheet
- **Market Research Resources**
 - Competitor analysis
 - Market gap identifier
 - Pricing strategy guide
 - Customer interview questions



Note :



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SCAN FOR THE ARTICAL



MONTHLY REFLECTION

- **Take a moment to consider:**
 - What surprised you most about positioning?
 - Which aspects feel most challenging?
 - What's your biggest win so far?
 - Where do you need more support?



Note :



PROGRESS METRICS

Rate your confidence (1-5)

• Brand Story Clarity	☆ ☆ ☆ ☆ ☆
• Market Position	☆ ☆ ☆ ☆ ☆
• Digital Presence	☆ ☆ ☆ ☆ ☆
• Customer Understanding	☆ ☆ ☆ ☆ ☆
• Competitive Advantage	☆ ☆ ☆ ☆ ☆



Note :





LOOKING AHEAD

Next month's focus areas:

- Investment strategy
- Funding structures
- Investor relations
- Financial planning



Note :



IMPLEMENTATION TIPS

Remember:

- Take it step by step
- Perfect is the enemy of good
- Test and refine
- Stay true to your vision
- Celebrate small wins



Note :



COMMUNITY CORNER

Share your journey!

- Post progress using #CrestMarkPositioning
- Connect with peers
- Join our weekly strategy calls
- Share your wins and challenges



Note :





FINAL THOUGHTS

Remember, positioning isn't a one-time thing - it's an ongoing journey of refinement and growth. Take your time with these exercises, and don't hesitate to reach out in our community for support.

Next week, we're hosting a live workshop on "Crafting Your Luxury Brand Story" - don't forget to register!

Keep pushing forward, The Crest Mark Team

P.S. Save the date for our monthly mastermind session where we'll workshop your positioning strategies together!

	Focus Area	Key Tasks	Outcomes
Week - 1	Brand Story		
Week - 2	Digital Presence		
Week - 3	Market Analysis		
Week - 4	Implementation		



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