

**BRANDING
AUTHORITY
ACADEMY**

CORE IMPLEMENTATION RESOURCES

PHASE 1

**THE BRAND
POSITIONING
BLUEPRINT**

PHASE 1 RESOURCE

LWA

BRAND MISSION

**WHAT IMPACT DO YOU WANT
YOUR BRAND TO HAVE?**

LWA

AUTHORITY SPACE

WHAT INDUSTRY OR EXPERTISE DO YOU REPRESENT?

LWA

AUDIENCE

**WHO SPECIFICALLY DOES YOUR
BRAND SERVE?**

LWA

PROBLEMS YOU SOLVE

**WHAT TRANSFORMATION DO YOU
HELP PEOPLE ACHIEVE?**

LWA

BRAND POSITIONING STATEMENT

FILL IN:

I HELP _____
ACHIEVE _____
THROUGH _____

EXAMPLE:

I HELP REAL ESTATE PROFESSIONALS BUILD AUTHORITY
ONLINE THROUGH STRATEGIC BRANDING AND CONTENT
SYSTEMS.