

HOW TO POSITION YOURSELF UNIQUELY IN YOUR MARKET



PROPAGANDA

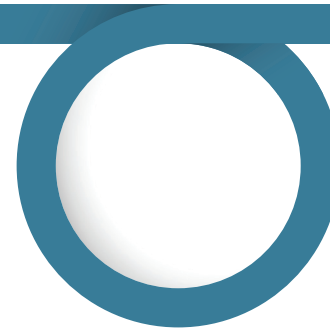
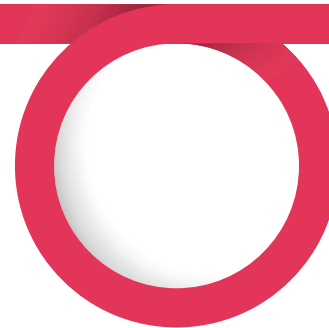
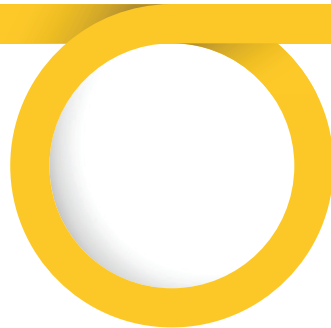
PROOF.
POSITIONING

ONLINE SEARCH



ONLINE SEARCH

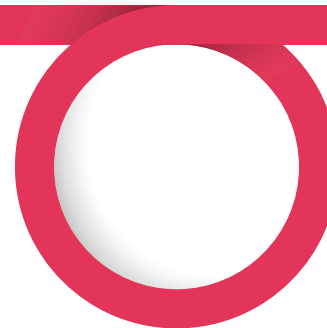
EXPENSIVE COFFEE



ONLINE SEARCH

EXPENSIVE COFFEE

GREETING CARDS



ONLINE SEARCH



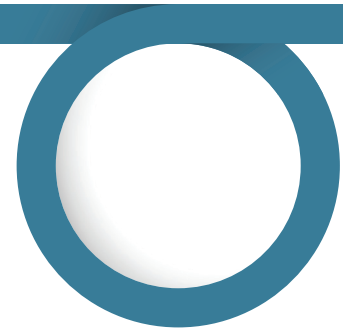
EXPENSIVE COFFEE



GREETING CARDS



BIG BURRITO



ONLINE SEARCH



EXPENSIVE COFFEE



GREETING CARDS



BIG BURRITO

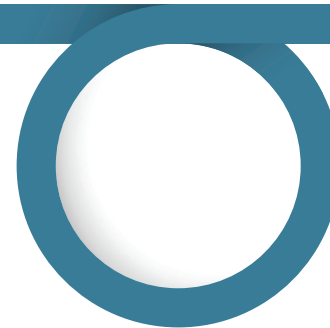
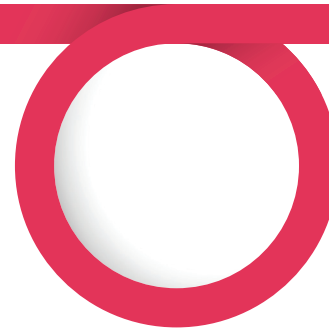
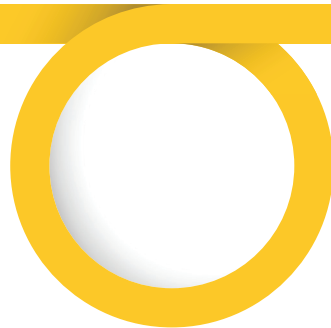


LOW PRICES



LOW PRICES

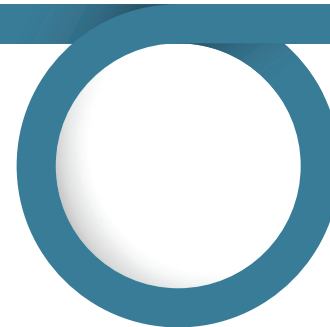
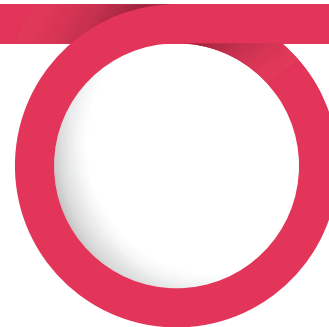
ONLINE AUCTION



LOW PRICES

ONLINE AUCTION

EXPENSIVE WATCH

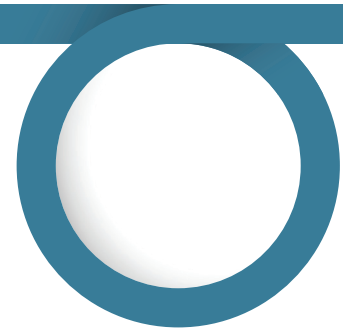


LOW PRICES

ONLINE AUCTION

EXPENSIVE WATCH

ONLINE BOOKS



LOW PRICES

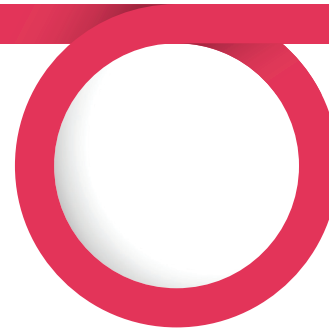
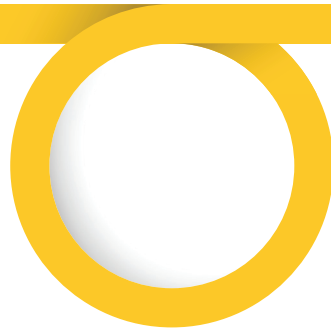
ONLINE AUCTION

EXPENSIVE WATCH

ONLINE BOOKS

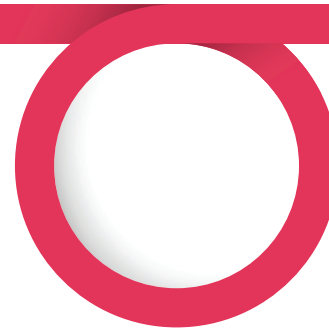
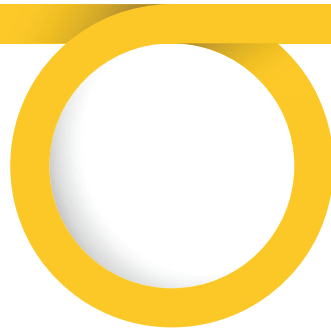


SOFT DRINK



SOFT DRINK

JEANS



SOFT DRINK



JEANS



AFFORDABLE AIRLINE



SOFT DRINK



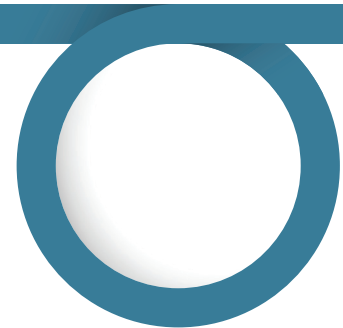
JEANS



AFFORDABLE AIRLINE



FRIED CHICKEN



SOFT DRINK



JEANS



AFFORDABLE AIRLINE



FRIED CHICKEN



BIG BRANDS

ONE SIMPLE CONCEPT





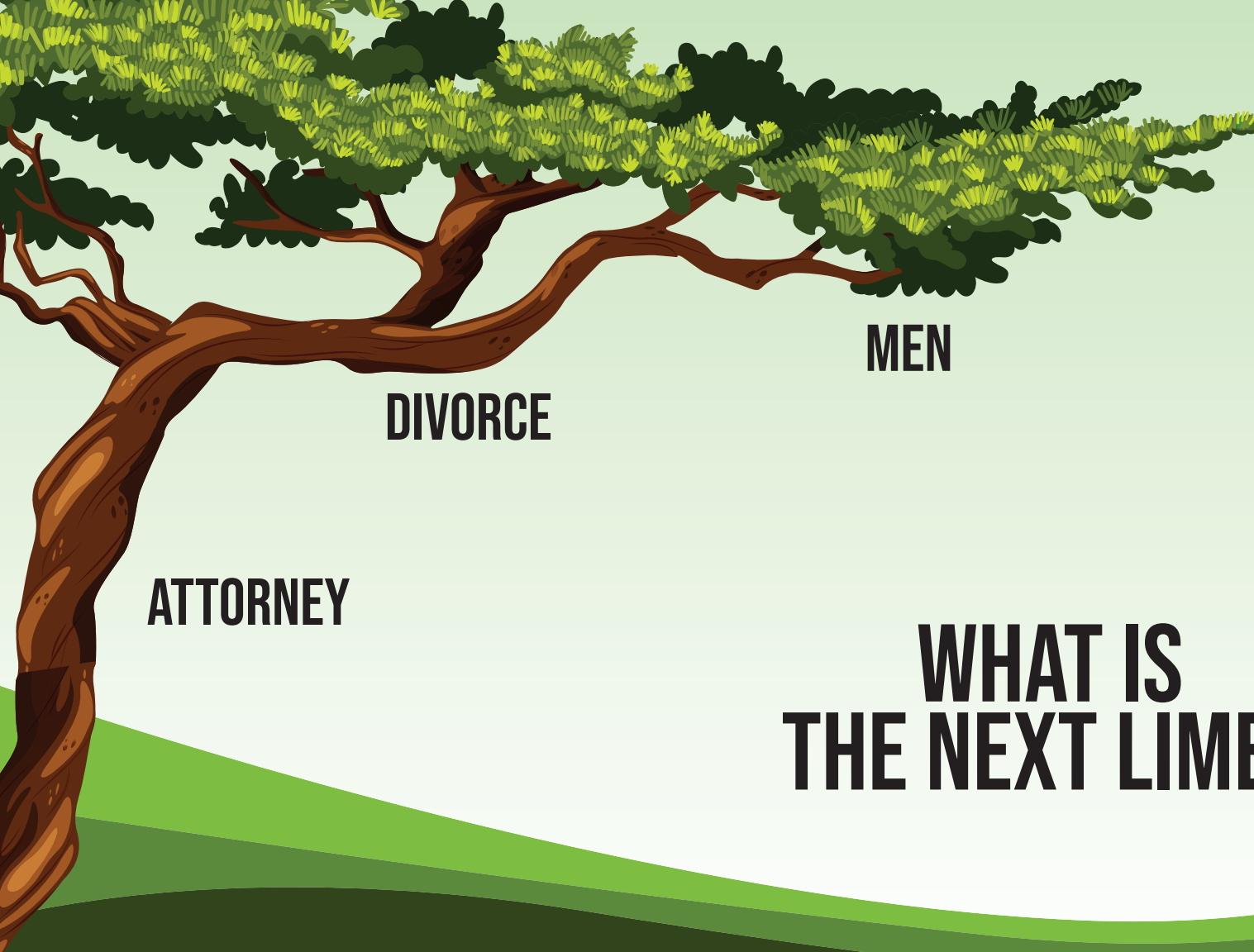
CASE STUDY

Attorney

Divorce Attorney

Divorce Attorney for Men





MEN

DIVORCE

ATTORNEY

**WHAT IS
THE NEXT LIMB?**

POSITIONING CASE STUDY

Attorney

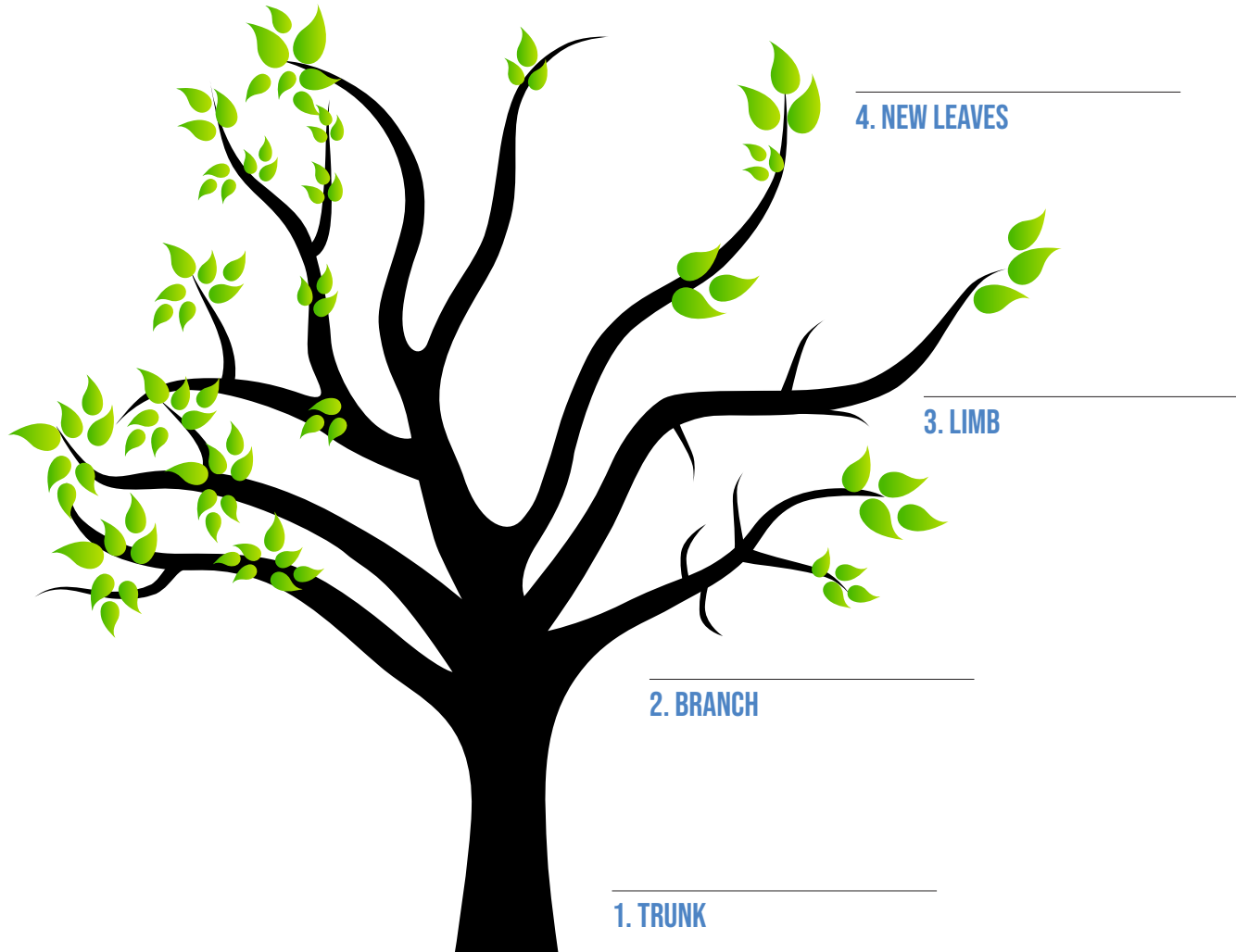
Divorce Attorney

Divorce Attorney for Men

???



YOUR POSITION





WANT PROOF ?

ARE YOU LEVERAGING HOW THE BRAIN WORKS
TO YOUR ADVANTAGE?

ARE YOU MEASURING HOW YOUR
CUSTOMERS FEEL ABOUT YOU?

ARE YOU RELAYING THE RIGHT MESSAGES
TO THE RIGHT TARGETS?

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