

# THE 6-STEP BRAND POSITIONING PLAYBOOK:

# UpLIFT Your Impact



Hey there! I'm Danielle. Over the years, I've worked with business-driven dreamers who are bursting with vision but struggling to articulate it clearly. That's why I created the UPLIFT Process—a proven brand positioning framework designed to help you cut through the noise, clarify your purpose, and align your brand with the people you're called to serve.

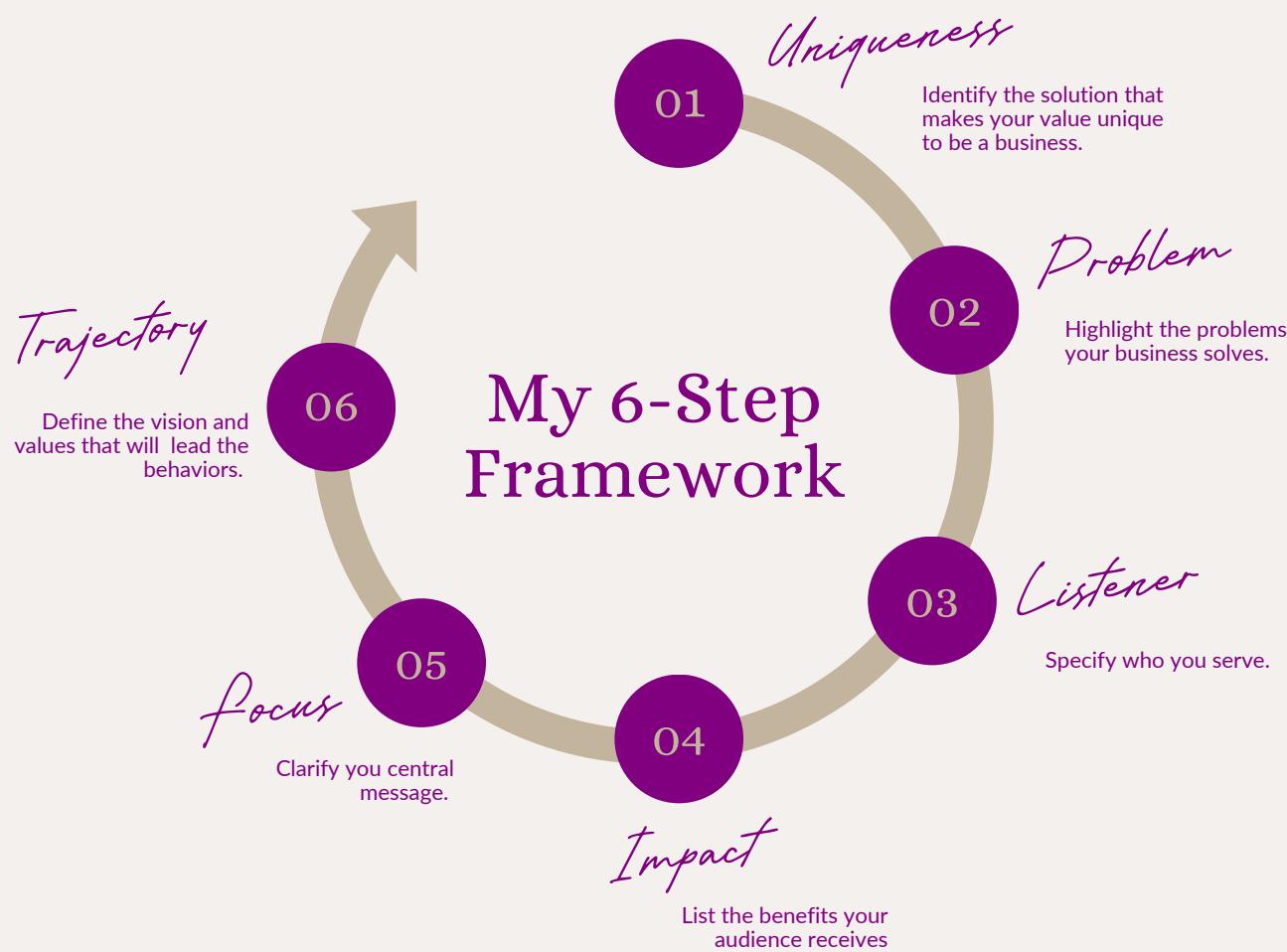
Why did I create this powerful process? Because I believe impact happens when we step into the shoes we're called to fill and boldly share how we're here to serve others. Your story matters—because when you show up with clarity, others can finally see how you're uniquely positioned to help them. This guide is my gift to you—a clear, energizing snapshot of the steps that will help you position your brand with confidence and purpose. No more spinning your wheels or watering down your message. It's time to cut through the noise, connect with your people, and share your story in a way that truly moves them.

Let's UPLIFT your brand—starting now.

## Positioning:

U.P.L.I.F.L.T. is the framework that reflects the process of positioning a business.

What is positioning? Positioning is how a brand or product is perceived in the minds of its target audience, relative to competitors. It's about defining a unique place in the market and shaping customer perceptions to align with the brand's strengths and values. Effective positioning differentiates a brand and with an evolving growth mindset.



1

## Uniqueness

### WHY IT MATTERS

Your uniqueness is the way you personally approach the problem that you help others solve.

### ACTION TIP

Define the unique approach you or your business provide that resonates with your audience.

2

## Problem

### WHY IT MATTERS

The problem is what allows you the opportunity to help others.

### ACTION TIP

Label the problem in a negative phrase that you solve.

3

## Listener

### WHY IT MATTERS

Your audience is the main focus of who you serve and how you grow to help.

### ACTION TIP

Describe your audience who resonates with what you offer and a descriptive label.

4

## Impact

### WHY IT MATTERS

The impact is the value your listener or audience finds by adopting your solution and approach.

### ACTION TIP

List the benefits that your listeners or audience find in the value your solution(s) provide.

5

## Focus

### WHY IT MATTERS

Taglines or slogans are confident claims your business or personal brand exclaims.

### ACTION TIP

Write down slogans or advice you give to reflect what you claim about your brand's mission.

5

## Trajectory

### WHY IT MATTERS

Your vision and values are a guide to how you make decisions and give something to strive for.

### ACTION TIP

Define the main values that guide the decisions and focus for the culture that will reflect your brand.

I hope these tips feel like finishing a good bowl of ice cream—totally a bonus and oh-so-satisfying. But guess what? The party doesn't have to stop here.

Here's what you'll get from this call:

- **Purpose-Driven Positioning:** We'll focus on you—your story, your vision, and the strategic shifts that will elevate your brand's clarity and impact.
- **Custom Clarity:** Walk away with insights and advice tailored specifically to your brand's unique calling—no generic templates, just intentional direction.
- **Clarity with Confidence:** This isn't a pressure-filled pitch—it's a momentum-building conversation designed to leave you inspired, aligned, and ready to move forward.

## Complimentary Consultation Call

Need one-on-one help? Let's work together!



SCHEDULE A CALL TODAY