

# SHELeads India

A practical, downloadable template for women entrepreneurs.

## Brand Positioning Workbook

One sentence each — promise, audience, point of view, voice.

Fill in one sentence per box, then read all four together. Do they sound like the same brand? Read the blog post for the full "score 1 vs score 5" description of each.

### 1. Promise

"With me, you always get \_\_\_, no matter what." Example: "With me, you always get a reply within an hour — even on weekends." Your promise:

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### 2. Audience

Describe her specifically enough that a stranger could picture her, not just her demographics. Your audience: \_\_\_\_\_

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### 3. Point of View

"Most people in my industry do \_\_\_. I do it differently because \_\_\_." Your point of view:

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### 4. Voice

Read your last caption out loud. Does it sound like you, or like a generic "business"? Note 3 words that describe how you actually sound: \_\_\_\_\_

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