

- ● ● **Work:** Select the words that describe how you want your brand to be perceived. This will help to define your target audience and price category so you can tailor your marketing directly to them.

Market Positioning

Which brands are you attracted to?
Which are the most appealing? Feminine, bold, clean lines, highly decorated, elegant, nostalgic?

Finding your favourite brands help you to identify the traits that you align to and make it easier to discover those same traits in your business.

Product status / Market positioning

- | | |
|----------------|---------------|
| feminine | romantic |
| masculine | witty |
| old fashioned/ | healthy |
| nostalgic | sexy |
| glamorous | authoritative |
| affordable | rugged |
| luxurious | youthful |
| whimsical | clean |
| elegant | mysterious |
| playful | casual |

