

STAND THE F*CK OUT™ CANVAS

CREATED BY:

DATE:



STAGE 1 INSIGHT FORAGING

AREA OF FOCUS Chapter 1

What specific area do you want to gather insights on and make stand the f*ck out? Make sure you have direct control over it.

PATHS C1

How will you collect your juicy insights? No need to stress; you can always switch it up later.

- Analyze existing customer data (method 1)
- Gather new data from customers (method 2)
- Use your intuition and knowledge (method 3)

BEST CUSTOMERS C2

If you work with clients, who do you love working with? If not, who does your company value most? Describe them in a vivid way.

PATTERNS C3

There's no magic map when looking for insights. Follow those three steps to discover juicy customer info.

- Gather all data in one place
- Extract key moments
- Look for patterns

DEADLINE C3

You will never, ever, ever have perfect data. You will always feel like you are missing something. Set a firm deadline and move on.

By _____, I will move on to Stage 2.

UNIQUE POSITIONING STATEMENT

Craft a single sentence that describes your unique positioning. Use it as an internal compass to make decisions and align everyone around your meaningful difference.

Statement structure

Unlike **alternative(s)**, [area of focus] is the only **category** to solve **ignored struggle(s)** and get **job** done for **segment**.

Area of focus's statement

Unlike...

[Area of focus: _____] is the only...

to...

and...

for...

Example

Unlike straightening treatments, two-hour hair routines, or generic shampoos, LatinUs Beauty is the only organic shampoo to get rid of uncontrollable frizz caused by warm, humid weather and get salon-quality, frizz-free hair made for Latinas with long, frizzy hair.

CATEGORY C7

What group of products/services does your area of focus belong to? Use a label that's (1) in demand and (2) that your **segment** understands.

SEGMENT C6

Which group has shared **struggles** you can solve better than **alternatives**? Highlight your distinct advantage.

IGNORED STRUGGLES C5

What common and frustrating problems are your best customers struggling with? Which ones are ignored by **alternatives**?

ALTERNATIVES C4

What other solutions have your best customers used or considered to get the **job** done? Think beyond your industry.

JOB C4

What's the goal your best customers want to achieve? (1) Phrase it in their words, (2) begin with a verb, and (3) don't mention solutions/technologies.

STAGE 2 UNIQUE POSITIONING

STAGE 3 DISTINCTIVE BRAND

MONSTER C8

Which enemy represents the **struggles** faced by your **segment**? (1) Corporate giant, (2) alternative solution, (3) category culture, or (4) monster within?

POINT OF VIEW (POV) C9

What's your bat-signal? Use this structure: (1) common belief, (2) happen (what happens as a result), (3) impact, (4) proof, and (5) solution.

SPICES C10

What tangible actions are you going to take to bring your **POVs** to life? Use this framework: too (adverb) (adjective)

ASSETS C11

What are the distinctive bits and bobs that tickle different parts of the **segment's** brain? Think color, shape, sound, word, and character.

DISTINCTIVE BRAND KIT

A distinctive brand gets you noticed for all the right reasons, without alienating your audience or sacrificing relationships. Put together a three-part kit to bring yours to life.

Message: what to say

Build rapport by naming the **monster**. Show how it's causing **ignored struggle(s)** by sharing your **POV**. Tease how life looks like when the **job** is done. Introduce the **category** and its features.

Area of focus' message:

Behavior: how to act

Spice 1: too

Action: _____

Inaction: _____

Spice 2: too

Action: _____

Inaction: _____

Spice 3: too

Action: _____

Inaction: _____

Branding: how to build memories

Color(s) _____

Shape(s) _____

A face _____

A sound _____

A short phrase _____



PLAN FOR CONTINUOUS REACH

Put together a plan to show the right message to the right people at the right time, as much as you can afford.

For folks who are not ready to buy (future category buyers)

Show up in the right context, without trying to convince them to buy.

"Brand building" **channels**:

Early **triggers**:

For folks who are ready to buy (current category buyers)

Explain the cost of staying with **alternative(s)** and show your **offers**.

"Sales activation" **channels**:

Late **triggers**:

OFFER ICEBERG C14

How can present your products or services without overwhelming customers?

Hummock (top 12.5%)

Bummock (bottom 87.5%)

OFFERS C14

How can you snap your **segment** out of hibernation? What can be done to wake them up?

CHANNELS C13

How can you meet potential customers where they experience their **triggers**, compare **alternatives**, and can easily find/buy the **category**?

TRIGGERS C12

What specific situations motivate your **segment** to make progress toward their goals and seek solutions to their problems?

STAGE 4 CONTINUOUS REACH