

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.

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.

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

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.

PATHS

C2

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)

STAGE 2 UNIQUE POSITIONING

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.

ALTERNATIVES

C4

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

IGNORED STRUGGLES

C5

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

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**.

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.

Area of focus's statement

C7

Unlike...

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

to...

and...

for...

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.

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).

DISTINCTIVE BRAND KIT

A distinctive brand gets you noticed for the right reasons, without alienating people 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

	Too...	Action	Inaction
Spice 1			
Spice 2			
Spice 3			

Branding: how to build memories

Theme	A face
Color(s)	A sound
Shape(s)	A short phrase

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.

STAGE 4 CONTINUOUS REACH

TRIGGERS C12

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

CHANNELS C13

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

OFFERS C14

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

PLAN FOR CONTINUOUS REACH

Show the right message to the right people at the right time, as much as you can afford.

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

Show up in the right context. Don't try to convince them to buy.

"Brand building" channels:

Early **triggers**:

To reach 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 you present your products or services without overwhelming customers?

Hummock (top 12.5%)

Bummock (bottom 87.5%)

