

# MONIKER





# WHY BRANDING

People don't buy  
what you do, they  
buy why you do it.

Simon Sinek

Inspired leaders  
work from the  
**WHY** outward.

# What is a Why Statement?

# Why Uber?

**It sucks to be stranded  
without easy access to reliable  
transportation.**

Why Ignite Academy?

**Because no child's natural  
desire to learn should be  
extinguished.**

Why PK Clean?

**Because the future can't be a  
giant landfill.**



## Why GoldieBlox?

Because girls are discouraged from building things, and we need to change that.

What is NOT a  
Why Statement?

# A WHY Statement is NOT:

- Because I want to make money \$\$\$.
- Because I want to change the world.
- Because I want to make [product].
- Because I want to be popular.
- Because X and Y and Z and ...



# Find Your Why

# 5 Guiding WHY Questions

- What is the company's purpose?
- What is the cause we're working toward?
- What is our core belief?
- Why do I get out of bed in the morning?
- Why should anyone care?

# POSITIONING



No one will follow  
you if you don't know  
where you are going.

Jack Trout

# What is a Position Statement?

# VOLVO

For upscale American families,  
Volvo is the family automobile  
that offers maximum safety.



# HOME DEPOT

The hardware department store for do-it-yourselfers.

# TARGET

Style on a budget.

# HARLEY DAVIDSON

The only motorcycle manufacturer that makes big, loud motorcycles for macho guys (and “macho wannabes”) mostly in the United States who want to join a gang of cowboys in an era of decreasing personal freedom.

# Develop Your Position Statement

# 5 Guiding Positioning Questions

- Who is your target consumer?
- What problems do you solve?
- What makes your business/brand unique?



**For** [target customer]  
**who** [statement of need],  
[product name]  
**is a** [product category]  
**that** [statement of key benefit].

# CORE MESSAGES

# Qualifiers vs Differentiators

# Qualifier

Certifications, Regulations,  
Industry Standards

# Differentiator

Unique Value Propositions

# QUESTIONS





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