Strategy+: Words You Own



1 Identify your leading and supporting Brand Promise(s).

What do you promise your customers?

2 Identify 3 to 5 keywords your competitors use to communicate their own Brand Promise(s).

| Competitor | Industry | Segment | Niche | Words They Own |
|------------|----------|---------|-------|----------------|
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3 Compare your company to your competitors.

| Your Company | Your Industry | Your Segment | Your Niche |
|--------------|---------------|--------------|------------|
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What 3 to 5 keywords does your brand own? What keywords do you want to own?

Adapted from "The Seven Strata of Strategy" by Verne Harnish @ 2010 Verne Harnish with permission To get help implementing these tools, please go to www.ScalingUp.com