YOUR BRAND DIFFERENTIATION STATEMENT

THE ELEMENTS

1. **WHAT:** (what you do)
2. **HOW:** (what makes you unique)
3. **WHO:** (customer)
4. **WHERE:** (area that you operate)
5. **WHY:** (customer pain point/challenge)
6. **WHEN:** (underlying trend)

THE STRUCTURE

Example: *Instagram Scheduling Application - **Instapost***

INSTAPOST is:

WHAT	The only social media scheduling app
HOW	that does automatic Instagram post scheduling
WHO	for busy social media managers
WHERE	worldwide,
WHY	who want the ease of automatic scheduling
WHEN	during this era of digital automation.