Category

Consulting

Consulting Brand Authority & Market Positioning Playbook

Building a firm-level market position specific enough that prospects can articulate why they'd choose you

- Executive
- Intermediate
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- Mithun A. Sridharan
- 08 July 2021
- 4 minute(s)

Overview

A framework for building consulting firm brand authority and market positioning specific enough that prospects and referral sources can clearly articulate what the firm is distinctively known for — rather than generic positioning language that could describe any competent firm in the category.

How is this different from the firm-level Thought Leadership &

Content Marketing for Consultants Playbook? That playbook covers content marketing execution broadly. This one is specifically about the underlying positioning strategy — what the firm is distinctively known for — that content marketing and other brand activities should

express consistently, not the content tactics themselves.

How do you test whether your current positioning is actually

specific enough? Ask current clients and referral sources to describe, in their own words, what the firm is known for — if the answers are generic or inconsistent across people, the positioning likely isn't specific enough to be genuinely differentiating.

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Author

Mithun A. Sridharan Thought Leader

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