

**This!**

**Not  
That**

**How to position your brand,  
to stand for what matters to you**

**56 big questions  
to move your  
brand in the  
right direction**

**TR!STAN IDEA**

# This Matters

**What's the mission?**

**What are the stakes?**

**Where do you have  
absolute conviction?**

# **This Way** →

**What's the vision?**

**What's your rally cry?**

**Where do you need to go?**

**How do you plan to get there?**

**Who are you asking to follow?**

# Like This\*

**Culture is contagious.**

**How do you turn  
up in the world?**

**How you behave  
is who you are.**

**\*What are your core values?**

**What's your  
driving force?**

**This**

**What's your motivation?**

**Why do you believe  
in what you're doing?**

**What evidence  
do you have?**

**Because...**

**What's your unique  
perspective on the world?**

**How do you perceive value?**

**What looks like an  
opportunity to you?**

**How do you define risk?**

**THIS  
WAY  
UP**

# Us

**Who's your tribe?**

**Who are your  
1000 super fans?**

**Who do you serve?**

**What do you and your  
audience have in common?**

# Not Them

# This

What's your  
origin story?

What mountain  
did you climb?

# From

How did you defeat  
your dragon?

What treasure did  
you return with?

# That...

**What does the future  
look like when you're  
involved?**

**What's the change  
you seek to make?**

**Why are you  
optimistic about  
tomorrow?**

**That**

**This**

**This**

**This**

**This**

# **This!**

**Who's the enemy?**

**What are you rallying against?**

**Why are you rebelling?**

**How can you gain leverage?**

**Where is your territory?**

# **Not That**

**When you win,  
who is the loser?**

# This

What's your unique  
combination?

+

What connections do  
you make to innovate?

# That

# This Sans That

**What problem  
do you solve?**

**What pain do you  
100% remove?**

**What situation  
do you resolve?**

**This  
Feels  
Like  
That**

**What emotion do  
you stir up in your  
audience?**

**What experience  
do you cultivate?**

**What irrational behaviour do  
you unleash in your customers?**

# **This Vs That**

**Who's your competition?**

**What can you do, they can't?**

**How are you stronger?**

**What do they do that you  
can use against them?**

**What's the  
opposite of  
the traditional  
method?**

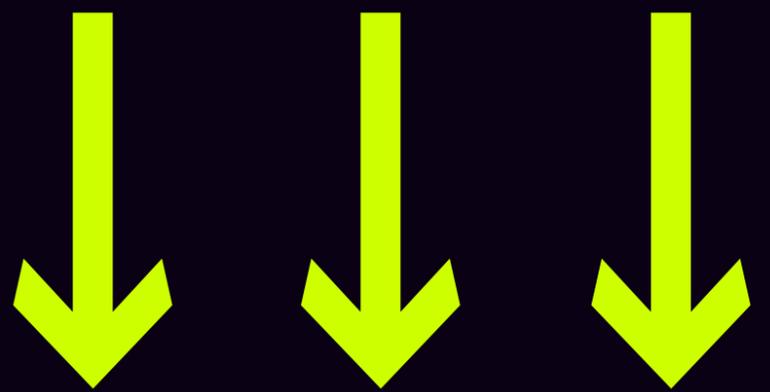
**This  
That**

**What juxtaposition can  
you use to stand out?**

**If they zig and they zag,  
how can you zinga?**

# Look At

**Attention is a  
finite resource.**



# This!

**Why are you worthy of attention?  
What do you direct attention to?  
Who do you draw attention from?**

# **This!**

**How can you deliver  
maximum value  
to your customers?**

**What's your  
irresistible offer?**

**Why is it valuable? (For That)**

# Complete This Checklist

- Mission This Matters
- Vision This Way →
- Values Like This\*
- Why? This Because...
- Uniqueness This Way Up
- Tribe Us Not Them
- Origin Story This From That...
- The Change This → That
- Positioning This! Not That
- Innovation This + That
- Painkiller This Sans That
- Experience This Feels Like That
- Competition This Vs That
- Juxtapose ThisThat
- Attention Look At This!
- Core Offer This! (For That)

# **Need Answers?**

**If you're struggling to  
position your brand for  
power in the market...**

**The easy step in the right  
direction is to say:**

**[hello@tristanidea.com](mailto:hello@tristanidea.com)**

**Find**

**Position**

**Find**

**Power**

**TR!STAN IDEA**