

PLATINUM POSITIONING

AUDIENCE: _____

PERSONAL	PROFESSIONAL	GLOBAL
<p>Reason</p> <p>What are you obsessed with?</p> <hr/> <hr/> <hr/>	<p>Uniqueness</p> <p>What makes you unique in your field?</p> <hr/> <hr/> <hr/>	<p>Purpose</p> <p>What's the point behind your work?</p> <hr/> <hr/> <hr/>
<p>Role</p> <p>What do you call yourself?</p> <hr/> <hr/> <hr/>	<p>Metaphor</p> <p>What are you like?</p> <hr/> <hr/> <hr/>	<p>Prescription</p> <p>What is your solution?</p> <hr/> <hr/> <hr/>
<p>Resume</p> <p>What have you done?</p> <hr/> <hr/> <hr/>	<p>Accomplishments</p> <p>What project are you proud of?</p> <hr/> <hr/> <hr/>	<p>Problem</p> <p>What problems do you solve?</p> <hr/> <hr/> <hr/>