



## Stand Out & Bloom

### OBJECTIVE

By the end of this training, you will:

- Understand what positioning actually is (in simple terms)
- Identify how you are currently positioned (even if unintentionally)
- Learn how to reposition yourself for more visibility, confidence, and sales
- Walk away with a clear, actionable positioning statement

### PART 1: WHAT IS POSITIONING (AND WHY IT MATTERS)

#### Core Teaching

Positioning is:

- **How your customer perceives you in their mind compared to everyone else**
- It's not what you say you are—it's what they believe you are.

#### Simple Examples

- "She makes wreaths" → Generic
- "She makes high-end, year-round wreaths that elevate your front door" → Positioned
- "She makes affordable, nautical wreaths that make a space feel relaxing" → Positioned
- "I teach wreath making" →
- "I help women develop their passion for creativity so that they can confidently create beautiful silk flower designs they're proud to display or sell" →

#### Key Talking Points

- Customers don't buy products—they buy clarity + confidence
- If you're not positioning yourself, the market will do it for you (and sometimes incorrectly)
- Confused people don't buy
- Clear businesses grow faster—even if they're not the most talented

#### Analogy

Positioning is like choosing your seat at the table.

- If you don't choose it, you end up wherever there's space—and that's rarely where the opportunity is.



## **PART 2: WHY MOST SELLERS DON'T DO THIS**

### **1. They Think Their Product Speaks for Itself**

Belief: "If I make something beautiful, it will sell."

Reality: There are thousands of beautiful wreaths online. That's not the differentiator anymore.

### **2. Fear of Being Boxed In**

Belief: "I don't want to limit myself."

Reality: Trying to be for everyone makes you invisible.

Reframe: You're not limiting yourself—you're focusing your power.

### **3. Comparison & Self-Doubt**

Belief: "Who am I to claim something unique?"

Reframe: Positioning isn't about being better—it's about being clearer.

### **4. Lack of Strategy (They've Never Been Taught This)**

Most makers:

- Learn design
- Learn posting
- Learn selling

*...but don't take the time to learn how to stand out intentionally*

### **5. They're Busy "Doing" Instead of Thinking**

They're:

- Making
- Posting
- Shipping

*...but not stepping back to ask: "How am I being perceived?"*

### **6. They Think It's Too Complicated**

So they avoid it.

Reframe: It's actually simple when broken down.



## **PART 3: WHY POSITIONING CHANGES EVERYTHING**

### **1. It Attracts the RIGHT Customers**

Not just more people—aligned buyers.

- People who value your work, style, personality
- People who are easier to sell to because they are relatable

### **2. It Increases Perceived Value (Without Changing the Product)**

Same wreath → higher perceived value → higher price tolerance

### **3. It Makes Content Easier**

When you know your position:

- You know what to post
- You know what to say
- You stop second-guessing

### **4. It Builds Confidence**

Clarity removes hesitation.

When you know who you are in the market, you show up differently.

### **5. It Creates Consistency in Sales**

Because your message is consistent.

### **6. It Separates Hobby from Business**

This is a BIG one.

Hobby = “I make things”

Business = “I solve a specific problem for a specific person”



## **PART 4: THE 4 CORE ELEMENTS OF STRONG POSITIONING**

### **1. WHO You Serve**

- Not “everyone”
- Get specific

Examples:

- Women who love decorating their front porch year-round
- Busy homeowners who want effortless curb appeal
- A woman who wants effortless, beautiful decorating for gatherings and holidays
- A woman who values cozy, meaningful decor that reflects her personality
- busy realtor who wants thoughtful, ready-to-gift pieces for clients or properties

### **HOME & LIFESTYLE**

- A woman who enjoys decorating but doesn't want it to feel overwhelming
- A woman who wants her home to reflect her personality and style
- A seasonal decorator who loves switching things out for holidays

### **CONVENIENCE-DRIVEN**

- A busy mom who wants quick, beautiful decorating solutions
- A working woman who doesn't have time to DIY but still wants a styled home
- A woman who wants “done-for-you” beauty without the stress
- A last-minute decorator who still wants things to look put together

### **EMOTIONAL / IDENTITY-BASED**

- A woman who wants to feel proud of her home when guests arrive
- A woman who finds joy in creating a cozy, welcoming environment
- A woman who expresses herself through decorating
- A woman who wants her home to feel peaceful and put together

### **BUYER-TYPE (GREAT FOR SALES POSITIONING)**

- A gift-giver who wants something thoughtful and unique
- A woman who prefers quality pieces that last for years
- A customer who values handmade over mass-produced
- A woman willing to invest in pieces that elevate her home



### **NICHE / LOCATION-BASED**

- A beach homeowner decorating a coastal property
- A lake house owner creating a relaxed, inviting vibe
- A vacation rental owner wanting standout decor for guests
- A southern homeowner who loves charming, welcoming entrances

### **CREATOR / MAKER (FOR YOUR TEACHING SIDE)**

- A beginner who wants to learn wreath-making without feeling intimidated
- A creative woman ready to turn her hobby into income
- A maker who wants to sell but doesn't know how to stand out
- A woman craving a creative outlet that brings her joy

You don't have to serve only one type of person...  
but you **do need to communicate clearly to one at a time.**

#### **What doesn't work:**

"I serve everyone who likes wreaths."  
That's where people disappear into the noise.

#### **What does work:**

Having 1-3 clear audience types you understand deeply  
...and then speaking to them intentionally.

Another Option 2-3 Related People

Example:

- Busy women who want easy decorating
  - Homeowners who take pride in curb appeal
  - Gift-givers who want something thoughtful
- These all overlap in values and buying behavior.*

#### **What to avoid:**

Random audiences that don't connect:

- Realtors
- DIY beginners
- Luxury collectors
- Bargain shoppers



That creates a messy message.

You can serve multiple people...

but if your message speaks to everyone at once, it connects with no one."

## 2. WHAT You Offer (Transformation, Not Product)

Not: "wreaths"

Instead: "a beautiful, welcoming home"

## 3. HOW You're Different

This is where most people get stuck.

Examples:

- Year-round designs (not seasonal only)
- Only one season
- High-end silk that lasts for years
- Beginner-friendly teaching style
- A Signature style
- Simple, Minimalist, No Bow

## 4. WHY It Matters

Emotion.

- Pride in their home
- Confidence in their creativity
- Joy in decorating

### **PART 4: WHAT HAPPENS WHEN YOU'RE CLEARLY POSITIONED**

"When we get clear on our positioning... something really interesting happens."

Pause. "We stop guessing."

#### **1. You Know Your STYLE**

"When you know who you serve and how you want them to feel...

you naturally know what your designs should look like."

- Colors become clearer
- Materials become clearer
- Overall aesthetic becomes consistent

No more: "What should I make next?"



## 2. You Know What to BUY

"You stop walking into Hobby Lobby or scrolling vendors and buying everything that looks cute."

Instead:

- You buy with intention
  - You buy with your customer in mind
  - You buy based on your brand—not impulse
- This alone saves them money (huge pain point)

## 3. You Stop Chasing Trends

"Trends stop controlling you... because you've decided who you are."

- You can still use trends
  - But you're not dependent on them
- You become the filter, not the follower

## 4. You Create More Consistent SALES

Because now:

- Your shop looks cohesive
- Your messaging is clear
- Your customer recognizes themselves instantly

## 5. You Reduce Overwhelm

"Positioning removes decision fatigue."

No more:

- Overthinking every post
- Second-guessing every design
- Feeling scattered

### **This isn't just marketing**

This affects EVERYTHING in your business.

"When you don't know your positioning, you chase everything...  
When you do know it, you choose what aligns."

Look at what you've purchased because it was a trend and now doesn't feel like you. Who has a random design you don't know why you made it?



## **PART 5: BUILD A POSITIONING STATEMENT**

Give them this formula:

"I help [WHO] create/achieve [RESULT] through [UNIQUE APPROACH] so they can [EMOTIONAL BENEFIT]."

### **Examples for Your Audience**

- "I help women create beautiful, high-end silk wreaths using simple techniques so they can feel proud of their home or start selling confidently."
- "I help busy women decorate their front doors year-round with timeless silk designs that feel effortless and elevated."

### **Activity (Do This Live)**

Have them:

- Write a messy version
- Go to Chat GPT

### **"COPY + PASTE THIS INTO CHATGPT"**

I run a handmade business where I create [what you sell].

I want help developing a clear positioning statement for my business.

Here's information about my business:

- My product(s):
- Who I think I serve (even if I'm unsure):
- What makes my products different:
- How I want customers to feel:
- My price range (low, mid, high):
- A Brand Essence Word that best describes my brand (you want your customers to remember cozy, playful, elegant, whimsical, retro, rustic, refined, bold, timeless, etc)

Please:

- Give me 5 different positioning statements using this format:
- "I help [WHO] create/achieve [RESULT] through [UNIQUE APPROACH] so they can [EMOTIONAL BENEFIT]."
- Make each one slightly different so I can choose what resonates most
- Keep the language simple, clear, and natural (not corporate or robotic)
- Suggest which one is strongest and why



Bonus: Rewrite the best one into a short version I can use in my bio.

- Refine it
- Share in comments/group

## **PART 6: HOW TO APPLY POSITIONING IMMEDIATELY**

### **Where Positioning Shows Up:**

- Etsy titles & descriptions
- Social media bio
- Content messaging
- Product photos
- Pricing
- Emails

### **Quick Wins They Can Do TODAY:**

- Update bio using positioning statement
- Rewrite 1 product listing with clarity
- Create 1 post that speaks directly to their ideal customer

## **PART 7: COMMON POSITIONING MISTAKES**

- Being too vague
- Copying others
- Overcomplicating it
- Changing direction constantly
- Not repeating their message enough

Reminder: Consistency builds recognition.

## **CLOSING MESSAGE**

### **Talking Point:**

Right now, many of us are working really hard...  
but not always being seen the way we want.

Positioning isn't about becoming someone else.

It's about finally being **seen clearly for what we already bring to the table.**

And when that clarity clicks...  
everything starts to feel easier.