Wheels Up
COLLECTIVE

The Messaging & Positioning Framework

+ why it might be worth your time

Sure, we all agree that every company needs to effectively describe their products and services in a way that attracts customers. Duh. And yeah, we get that every message a company puts out there is a living, breathing representation of the entire brand. Of course.

But officially formalizing it with a process and documentation must be overkill, right? Probably not. Here's why.

WITHOUT AN MPF





"Is this a... dating service?
Who am I connecting with?
Am I joining some kind of club or list?
This is too complicated for me."

— Would-be customers

WITH AN MPF

Sales
Marketing
Leadership
Social team
Press team
Events team

HELLO. WE ARE **BRAND**

"Our app is built with the finest modern technology to help you connect with other creators in your area so you can collaborate on projects, exchange fresh ideas, and support one another in your rise to the top. Find out what 10,000 other creators already know. Sign into our app today."



"This is for me!!"

— Would-be customers



Want to get started bringing your unique brand and product language to life?

Learn more about the
Messaging and Positioning Framework Template

