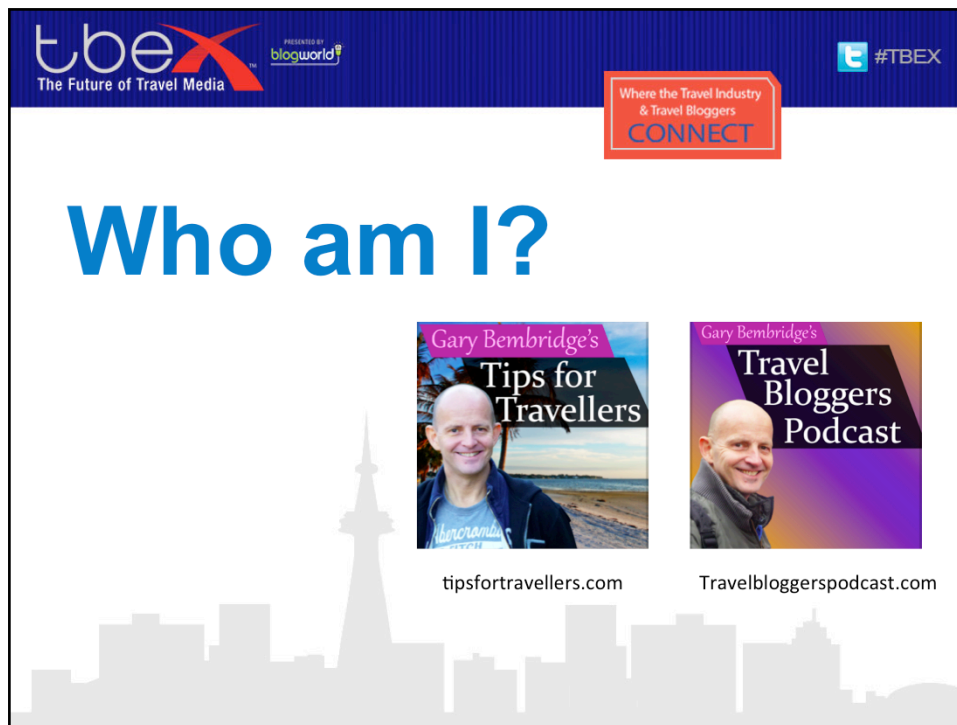




In this workshop, we will look at a process and method for creating a Positioning Statement for your blog (or podcast or video channel!)

The process and approach should help you to develop a blog that is a BRAND not just a collection of content

1. It will stand out in the crowded travel blog space. This is really important as there are so many blogs around. It is likely that every place you plan to cover will have been covered many times before. How can you ensure you create a blog that is unique, different and stands above all the alternatives.
2. It will help you to ensure your blog is valued, and sought out, by an audience. The process will look at how you create content that talks to a specific audience and addresses what they want and need.
3. It will ensure that the blog meets needs consistently, and so your audience will keep coming back. Building a loyal and passionate following.



**I was born in Zimbabwe of British parents.**

- I did all my schooling there, but from a very young age was fascinated by travel and “escaping” to what I saw as the much more exciting world of London and Europe.
- I moved to London in 1987.

**For over 30 years I have been in marketing.**

- Working on building global brands at companies like Unilever and Johnson & Johnson. I was a Global Vice President of Marketing traveling the world.
- For the last 20+ years I have been travelling every month of every year, spending up to 2 or 3 weeks away from home.
- I am now “semi-retired” doing some consulting for brands around the world and focusing on my travels and blogging.

**Launched Tips for Travellers in 2005. <http://www.tipsfortravellers.com>**

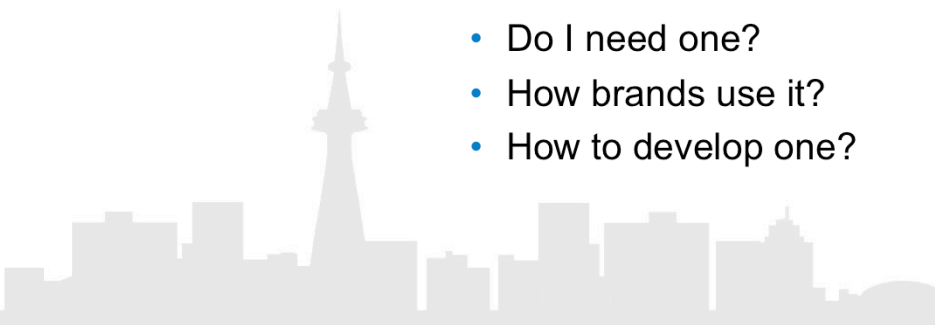
- I started podcasting and posting videos about my travels in 2005, followed soon by blogging. I was doing lots of research before visiting anywhere, and decided to share what I was collecting.
- I have over 25 million views of my videos on YouTube. Over 600,000 downloads of my podcasts and around 80,000 visitors to the blog last year.

**Launched Travel Bloggers Podcast in January 2013 <http://www.travelbloggerspodcast.com>**

- I felt there was a gap to share what I was learning about blogging and to provide on-going free resource for bloggers.
- The podcast is designed help travel bloggers to become a more professional and valued resource for travellers – and the travel partners looking to reach their audience

# Session focus?

- What is it?
- Do I need one?
- How brands use it?
- How to develop one?



The slide features a blue header with the TBEX logo (The Future of Travel Media) and a 'PRESENTED BY blogworld' tag. A red box on the right says 'Where the Travel Industry & Travel Bloggers CONNECT'. The Twitter hashtag #TBEX is also present. The main title 'What is it?' is in large blue font. Below it, three bullet points are listed: 'Critical in marketing', 'Tight definition ..and yet..', and 'Defines EVERYTHING'. The background of the slide shows a grey silhouette of a city skyline with a prominent tower.

# What is it?

- Critical in marketing
- Tight definition ..and yet..
- Defines EVERYTHING

- If you search online for “positioning statement” you will usually find that everyone says it is THE single most important item in marketing. It is the root of branding and creating something unique and appealing. Whether it is a new skincare product, new retail outlet or service – and as we will see a blog
- It is interesting as it is a very tight definition of what you are. The aim to be as specific as possible about who you are and what you offer.
  - Statement conveying your unique place & value in the market
  - Defines the place you want to own in market & mind of your target
- And yet it will define and drive absolutely everything that a brand does. It is small but massive at the same time. Hopefully through the course of this session you will see that





4 simple questions, requiring considerable thought & effort

What exactly is a “positioning statement”

- It consists of answering 4 simple questions.
  - Though they appear simple on the surface, they are actually quite hard to answer! They will take a lot of thinking and careful consideration.
  - As we go through the session, try and answer them for your blog. I think most of you will find it much harder than it seems on the surface – and you will leave the session with a first draft – and lots to think about.
  - One of the hardest parts will be making choices about what to leave out.
- The 4 seemingly simple questions are:
  - What is your blog about ?
  - Who is your blog for?
  - What exact and specific content are you providing on the blog?
  - How is your blog and content different to the alternatives your audience could read?
- Before we start looking at blogs, I want to show you an example from the world of brands, as I think it will illustrate the power of these 4 questions – and how they help and drive your blog and content creation



I believe these are the main benefits of having a positioning statement for your blog.  
I have found it helped me a great deal

- It keeps you focused and consistent. Consistency, as we will see, is one of the most important things you need to do when building a brand. People need to know always what you are about and offer. Think of your favourite brand. You will find it is consistent in what they do, offer and say. I will talk more, and show examples of this through the session
- You will find it much easier to create content and find your angle and story. You will see that the positioning statement will be a real benefit when you are looking for the hook and angle – and also ensure what story you need to be telling. I will again show examples of why and how.
- By defining a clear positioning you will talk to a specific audience only, and as you will always be doing that you will build more loyalty – as every thing you do will talk to them and they will know what they get from you every time. Loyalty will build. You will also have an audience that is clear and defined – something travel brands are looking for. They want specific audience not general travel audiences
- Pitching is so much easier . It is your “elevator pitch” and gives partners the key things they need to know about your blog!



How do brand use positioning statements?

I am going to show how they use it to build their brands – and prove hopefully the benefits I have just outlined

I will show how brand use it as a reference for absolutely EVERYTHING that they do, they use it to filter and focus and ensure consistency

To illustrate I am going to use the anti-age brand Olay regenerist

This P&G brand is the leader in many markets, like the USA and UK. I think it is a great example of defining and using a positioning statement.

I am familiar with the brand as I worked in anti-age skincare for many years – with them as a formidable competitor. So let me illustrate...



How do brand use positioning statements?


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
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## “What is it about?”


Used to ensure product & content focus & consistency

Olay is about “*high performance facial anti-aging*”




Every story always about “*high performance facial anti-aging*”


Dramatically reduce the appearance of your wrinkles in just 1 application



3 transforming results for younger looking eyes





Proven to reduce the appearance of lines & wrinkles. Or money back




Key points to note:

1. Tight definition of what it is about. Very specific
2. Then ensure every piece of content is about that specific topic.
3. They use it to ensure consistent message – consistency is very important so audience knows exactly what they are getting – and every piece adds and reinforces the story


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## “Who is it for?”


Used to find & drive your story “hook”/ angle

Women wanting visibly dramatic results,  
without having to resort procedures




Always use as hook & angle for every story


If you think cosmetic  
procedures are too ‘drastic,’ do  
we have an alternative for you



Imagine younger looking  
skin – without syringes,  
scalpels and side effects





Needles. Acid. Lasers. Surgery. Is your skin  
really ready for this? Dramatic skin  
improvement. No drastic measures




ey points to note:

1. Tight definition of who they are for. Very specific about what their target believes, wants and feels
2. Then ensure every piece of content builds on that understanding and use it in their story telling as the hook to draw them in, as speaks to them directly.
3. They use it to ensure consistent for that audience – consistency is very important so audience knows exactly what they are getting – and every piece adds and reinforces the story



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## “What is it providing?”

*Used to ensure giving audience what they want*

Treats the signs of aging that audience concerned about



Only provides what audience wants

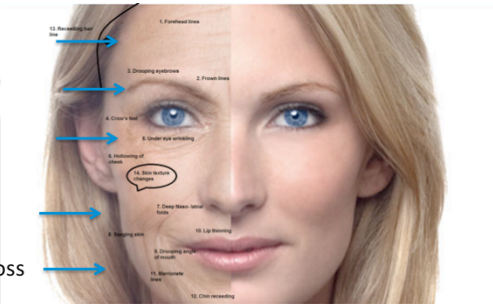
Forehead wrinkles

Eyes

Skin texture

Wrinkles

Sagging / firmness loss



Key points to note:

1. Tight definition of what they provide. In this case they have spent time to find out what issues concern their audience (the main signs of aging) and then sell products for those (only) – and those are the ones they communicate and talk about.
2. This ensure every piece of “content” is exactly what their audience wants and needs...
3. They use it to ensure consistent for that audience – consistency is very important so audience knows exactly what they are getting – and every piece adds and reinforces the story

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## “What makes you different?”

*Used as reason for people to use & choose you over others*

Unique Ingredient & more experts recommending

↓

Always uses in their storytelling

Formulated exclusively with Olay Peptide B-3 Complex.  
This unique complex helps to regenerate skin's appearance while...

Notable magazines, beauty editors, research institutes –  
everyone keeps saying the best things about

Key points to note:

1. They have found what makes them different. They created 2 key differences to make them stand out –and invest in keeping them different. A unique ingredient (that they proved worked) and getting recommendations (which in skincare is important to validate how good you are)
2. This ensure every piece of “content” tells why they are different – so they stand out from the alternatives
3. They use it to ensure consistent for that audience – consistency is very important so audience knows exactly what they are getting – and every piece adds and reinforces the story





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# How develop?









# What exactly is your blog about?





Once you have defined it you must, as Olay did with “high performance facial anti-age” ensure that every story and piece of content is about that.

Do not drift away from it and start talking about other topics. If you want to consider if you need another blog

This is why it is important

Remember Olay and how they had defined their target audience as women who wanted dramatic visible results – but without having to resort to procedures

They had a specific mindset and attitude in mind and used it to create their hook and angle for their story telling.

You use your definition of who your blog is for to find your story angle – by looking at the world through their eyes. It should help you find something new about places that have been covered so much already



**Is the blog about:**  
Short break guides and advice

Consistency

- 48 hours in Prague
- Exploring Switzerland by train in 2 days
- 48 Hours in Istanbul



**Is the blog about:**  
Collecting, managing & redeeming frequent traveler points

Consistency

- United Airlines Elite: 50% bonus on some routes
- Chase Sapphire: 3x points on 1<sup>st</sup> Friday Dining
- Amex 35% bonus transfer to BA Avios this month



**Is the blog about:** Luxurious travel experiences on land – and at sea

# Who exactly is your blog for?



The slide features a dark blue header with the TBEX logo (The Future of Travel Media) and a 'PRESENTED BY blogworld' tag. A red box on the right says 'Where the Travel Industry & Travel Bloggers CONNECT'. The main content area has a light blue background with a grey city skyline at the bottom. The word 'Important' is written in large blue font. To its left, the text 'Use it to find your story angle' is displayed. To its right, three bullet points are listed, each preceded by a blue diamond icon. The third bullet point includes the phrase 'through their eyes' in blue.

**Important**

Use it to find your story angle

- ♦ Many have written about it
- ♦ Understanding who you writing = helps find your angle
- ♦ Look at world **through their eyes**

Remember Olay and how they had defined their target audience as women who wanted dramatic visible results – but without having to resort to procedures

They had a specific mindset and attitude in mind and used it to create their hook and angle for their story telling.

You use your definition of who your blog is for to find your story angle – by looking at the world through their eyes. It should help you find something new about places that have been covered so much already



**Is the blog for:**

Career focused people who love to travel, but can't get lots of time off work

Content  
hook

- Best Friday departures.
- Fast ways to get there.
- Destinations close by.
- 48 Hours.



**Is the blog for:**

People in the USA who travel a lot for work & want to know best ways to accrue and redeem the (many) points they have

Content  
hook

Business & First Class. High-end hotels. Elite status. Gold & Platinum Credit Cards. Airline Lounges. International Cities.



**Is the blog for:** People who are looking for ideas, advice and tips on finding the "must do" luxury travel experiences

# What exactly is your blog providing?





A presentation slide for TBEX (The Future of Travel Media). The slide has a blue header with the TBEX logo, the text "The Future of Travel Media", and a "POWERED BY blogworld" logo. On the right side of the header is a Twitter icon and the hashtag "#TBEX". Below the header, on the right, is a red box with the text "Where the Travel Industry & Travel Bloggers CONNECT". The main content area is white. On the left, the word "Important" is written in a large, blue, italicized font. Below it, the text "Understand exactly what your target audience wants and needs" is displayed, with "what your target audience wants" in blue. To the right of this text is a bulleted list: "• Surveys", "• Meet & engage with them", "• Analytics", and "• Social Media insights". At the bottom of the slide is a grey silhouette of a city skyline, featuring a prominent tower with a spire.

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# *Important*

Understand exactly  
what your target  
audience wants and  
needs

- Surveys
- Meet & engage with them
- Analytics
- Social Media insights

Understand exactly what they want – not what you want to give them!



**Is specifically providing:**  
Advice & tips on how to explore cities on your doorstep in a weekend (48 hours)

Tips & advice

- Must see and do
- Food/ drink
- How to get there
- Where to stay
- Getting around
- Budget



**Is the blog providing:**  
Advice & tips on the best USA programs and deals for collecting and redeeming points

Tips & advice

- How-To (collecting, managing, redeeming)
- Current best collecting deals
- Redemption offers
- Credit Card Points



**Is the blog providing:** Advice & tips on the hottest, must see and sought after luxury travel experiences

# What makes your blog different?



A presentation slide with a blue header. The header contains the 'tbeX' logo with the tagline 'The Future of Travel Media', a 'powered by blogworld' logo, and a Twitter icon with the hashtag '#TBEX'. A red box on the right side of the header says 'Where the Travel Industry & Travel Bloggers CONNECT'. The main content area has a light gray background with a faint city skyline silhouette at the bottom. The word 'Important' is written in large blue italics. Below it, the text '2 essential words in differentiating your blog' is displayed. To the right of this text, the words 'Only...' and 'Unlike...' are shown, each preceded by a blue water drop icon.

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*Important*

2 essential  
words in  
differentiating  
your blog

Only...

Unlike...

What make you different?

Think of Olay

They were the ONLY ones with a specific ingredient

And UNLIKE OTHERS had more independent experts recommending them

My tip is to always try and write what makes you different starting with these 2 words: ONLY and UNLIKE...



### Unlike others:

Shows how to have amazing travel experiences when time is not on your side – and without having to quit your job



e.g. Weekend breaks from London base:

- Luxembourg
- Stuttgart
- Seville
- Glasgow



### Unlike others:

Uses insider knowledge from collecting & using points to travel the world, & from consulting for airlines & travel providers on their points programs






Recent posts:

- "Transferring AMEX points to BA or Cathay? BA will get you and me further".
- "Never Assume SkyMiles Are Worthless: My Success Booking Low Level Awards"
- "ExpertFlyer : How I Save Time and Miles With Flight Alerts"



**Unlike others:** Draws on travelling every month of every year for over 20 years, visiting and staying in places multiple times

 <b>48houradventure.com</b>	 <b>Thepointsguy.com</b>	 <b>Tipsfortravellers.com</b>
<p><b>The blog about</b> short break guides &amp; advice</p> <p><b>For</b> career focused people who love to travel, but can't get lots of time off work</p> <p><b>Providing</b> advice &amp; tips on how to explore cities on your doorstep in a weekend (48 hours)</p> <p><b>Unlike others</b> shows you how to have amazing travel experiences when time is not on your side - &amp; without having to quit your job</p>	<p><b>The blog about</b> collecting, managing &amp; redeeming frequent traveler points</p> <p><b>For</b> people in USA who travel a lot for work &amp; want to know best ways to accrue &amp; redeem the many points they have</p> <p><b>Providing</b> best programs &amp; deals for collecting &amp; redeeming points in the USA</p> <p><b>Unlike others</b> uses insider knowledge from collecting &amp; using points to travel the world, &amp; from consulting for airlines &amp; travel providers on their points programs</p>	<p><b>The blog about</b> luxurious travel experiences on land – and at sea</p> <p><b>For</b> people looking for inspiration, advice &amp; tips on finding the “must-do” luxury travel experiences</p> <p><b>Providing</b> advice &amp; tips on the “hottest”, “must see” and sought after luxury travel experiences</p> <p><b>Unlike others</b> draws on traveling every month of every year for over 20 years, visiting and staying in places multiple times</p>

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# Key message?




## Have a Positioning Statement




Understand exactly what they want – not what you want to give them!


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# Tools


Tipsfortravellers.com/TBEX

TBEX Blog



**Blog Positioning Worksheet**  
Gary Bembridge

- <http://www.tipsfortravellers.com>
- <http://www.travelbloggersproduct.com>
- <http://www.twitter.com/garybembridge>
- [email: gary@bembridge.co.uk](mailto:gary@bembridge.co.uk)



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**Q1: What exactly is your blog about?**

**Why is defining this important?**

- It should drive your story "hook" and angle.

**Tips?**

- Be as specific on your focus area as possible.
- Be as single minded as possible - focus on one key topic area.
- Avoid being a generalist.
- Capture your focus in less than 10 words. The fewer & shorter the better.

**Examples?**

**Brand examples:**

- Olga Regenerist is about high performance facial anti-age skincare.

**Blog examples**

- 4000adventures.com is about short break guides and advice.
- Tipsfortravellers.com is about luxurious travel experiences on land & sea.
- Beachadvice.com is about travelling better, cheaper and longer.
- Thepennington.com is about collecting, managing & redeeming frequent flyer points.

Understand exactly what they want – not what you want to give them!



- [twitter.com/garybembridge](https://twitter.com/garybembridge)
- [facebook.com/tipsfortravellers](https://facebook.com/tipsfortravellers)
- [tipsfortravellers.com](https://tipsfortravellers.com)
- [travelbloggerspodcast.com](https://travelbloggerspodcast.com)

