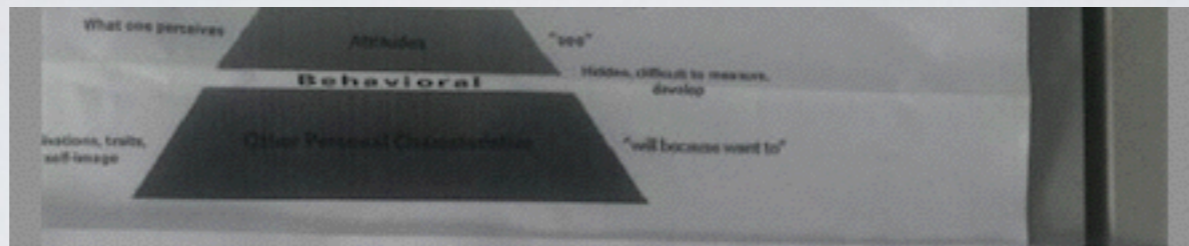




# PERSONAL BRANDING

Lezione n.2

Paolo Errico



"È CERTAMENTE  
POSSIBILE INSEGNARE  
A UN TACCHINO AD  
ARRAMPICARSI SUGLI  
ALBERI, MA È MEGLIO  
ASSUMERE UNO  
SCOIATTOLO"

PREVIOUSLY...

CHE COS'E' IL  
PERSONAL BRANDING

**It's what people say  
about you when  
you're out of the room**

*Jeff Bezos*



# OPPURE

Impostare una strategia per individuare o definire i tuoi punti di forza, ovvero la tua unique selling proposition (USP) e differenziarti rispetto ai tuoi concorrenti.

**Il motivo perché gli altri dovrebbero sceglierti.**

Il tuo Personal Brand è la ragione  
per cui un cliente, un datore di lavoro o un partner ti sceglie



FARSI COMPRARE

QUESTA DEFINIZIONE INTRODUCE ALTRI CONCETTI

**A brand is what you  
want to sell;  
reputation is  
what they buy;  
professionalism is  
what you demonstrate**

*Alfonso Alcántara*



# **IL BRAND**

È CIO' CHE VUOI VENDERE

# **LA REPUTAZIONE**

È CIÒ CHE VOGLIONO COMPRARE

# **LA PROFESSIONALITÀ**

È CIO' CHE DIMOSTRATE



QUINDI

**9 MACRO PUNTI DEL PROGRAMMA:**

**1 - CHI SEI**

**2 -COSA FAI  
(OFFRI)**

**3- PERCHE'  
DOVREBBERO?**

**4-A CHI FARLO  
SAPERE**

**5-QUALI BENEFICI  
PRODUCE?**

**6-E PERCHE'  
PROPRIO TU?**

**7-COME LO FAI  
SAPERE?**

**8-COSA OTTIENI?**

**9-COSA TI SERVE?**

COME SI FA NEL MARKETING?

LA COPY STRATEGY



PYRAMID STRATEGY CANVAS

# COPY STRATEGY

Frame of reference (mercato/concorrenti/target)

Consumer benefit (la promessa)

Reason Why (argomentazione)

Supporting evidence (dimostrazione)

Brand character (identità della marca)

# PERSONAL E BUSINESS

MEDESIMO APPROCCIO

QUINDI

**9 MACRO PUNTI DEL PROGRAMMA:**

**1 - CHI SEI**

**2 -COSA FAI  
(OFFRI)**

**3- PERCHE'  
DOVREBBERO?**

**4-A CHI FARLO  
SAPERE**

**5-QUALI BENEFICI  
PRODUCE?**

**6-E PERCHE'  
PROPRIO TU?**

**7-COME LO FAI  
SAPERE?**

**8-COSA OTTIENI?**

**9-COSA TI SERVE?**

SPIEGAZIONE DEI 9 PUNTI  
ATTRAVERSO IL METODO DEL  
BUSINESS MODEL CANVAS  
(ribattezzato in PERSONAL BRANDING CANVAS)

# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

## Key Partners



Who are our Key Partners?  
Who are our key suppliers?  
Which Key Resources are we acquiring from partners?  
Which Key Activities do partners perform?

### KEYNESIAN PSE INTENTIONS

Optimization and economy  
Reduction of risk and uncertainty  
Acquisition of particular resources and activities

## Key Activities



What Key Activities do our Value Propositions require?  
Our Distribution Channels?  
Customer Relationships?  
Revenue streams?

### CRUCIAL

Production  
Problem Solving  
Platform/Network

## Value Propositions



What value do we deliver to the customer?  
Which one of our customer's problems are we helping to solve?  
What bundles of products and services are we offering to each Customer Segment?  
Which customer needs are we satisfying?

### CHARACTERISTICS

Revenue  
Performance  
Customization  
"Killing the Job Done"  
Design  
Brand/Status  
Price  
Cost Reduction  
Risk Reduction  
Accessibility  
Convenience/Usability

## Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?  
Which ones have we established?  
How are they integrated with the rest of our business model?  
How costly are they?

### EXAMPLES

Personal assistance  
Dedicated Personal Assistance  
Self-Service  
Automated Services  
Communities  
Co-creation

## Customer Segments



For whom are we creating value?  
Who are our most important customers?

Mass Market  
Niche Market  
Segmented  
Diversified  
Multi-sided Platform

## Key Resources



What Key Resources do our Value Propositions require?  
Our Distribution Channels?  
Customer Relationships?  
Revenue Streams?

### TYPES OF RESOURCES

Physical  
Intellectual (Brand, patents, copyrights, data)  
Human  
Financial

## Channels



Through which Channels do our Customer Segments want to be reached?  
How are we reaching them now?  
How are our Channels integrated?  
Which ones work best?  
Which ones are most cost-efficient?  
How are we integrating them with customer routines?

### CHANNEL PHASES

1. Awareness  
How do we raise awareness about our company's products and services?  
2. Evaluation  
How do we help customers evaluate our organization's Value Proposition?  
3. Purchase  
How do we allow customers to purchase specific products and services?  
4. Delivery  
How do we deliver a Value Proposition to customers?  
5. After sales  
How do we provide post-purchase customer support?

## Cost Structure



What are the most important costs inherent in our business model?  
Which Key Resources are most expensive?  
Which Key Activities are most expensive?

### IS YOUR BUSINESS MODEL

Cost Driven (cheapest cost structure, low price value proposition, maximum automation, extensive outsourcing)  
Value Driven (focused on value creation, premium value proposition)

### SCALE CHARACTERISTICS

Fixed Costs (salaries, rents, utilities)  
Variable costs  
Economies of scale  
Economies of scope

## Revenue Streams



For what value are our customers really willing to pay?  
For what do they currently pay?  
How are they currently paying?  
How would they prefer to pay?  
How much does each Revenue Stream contribute to overall revenues?

### FIXED

Asset sale  
Usage fee  
Subscription Fees  
Licensing/Leasing/Financing  
Advertising

### FIXED PRICING

Unit Price  
Product/Feature dependent  
Customer segment dependent  
Volume dependent

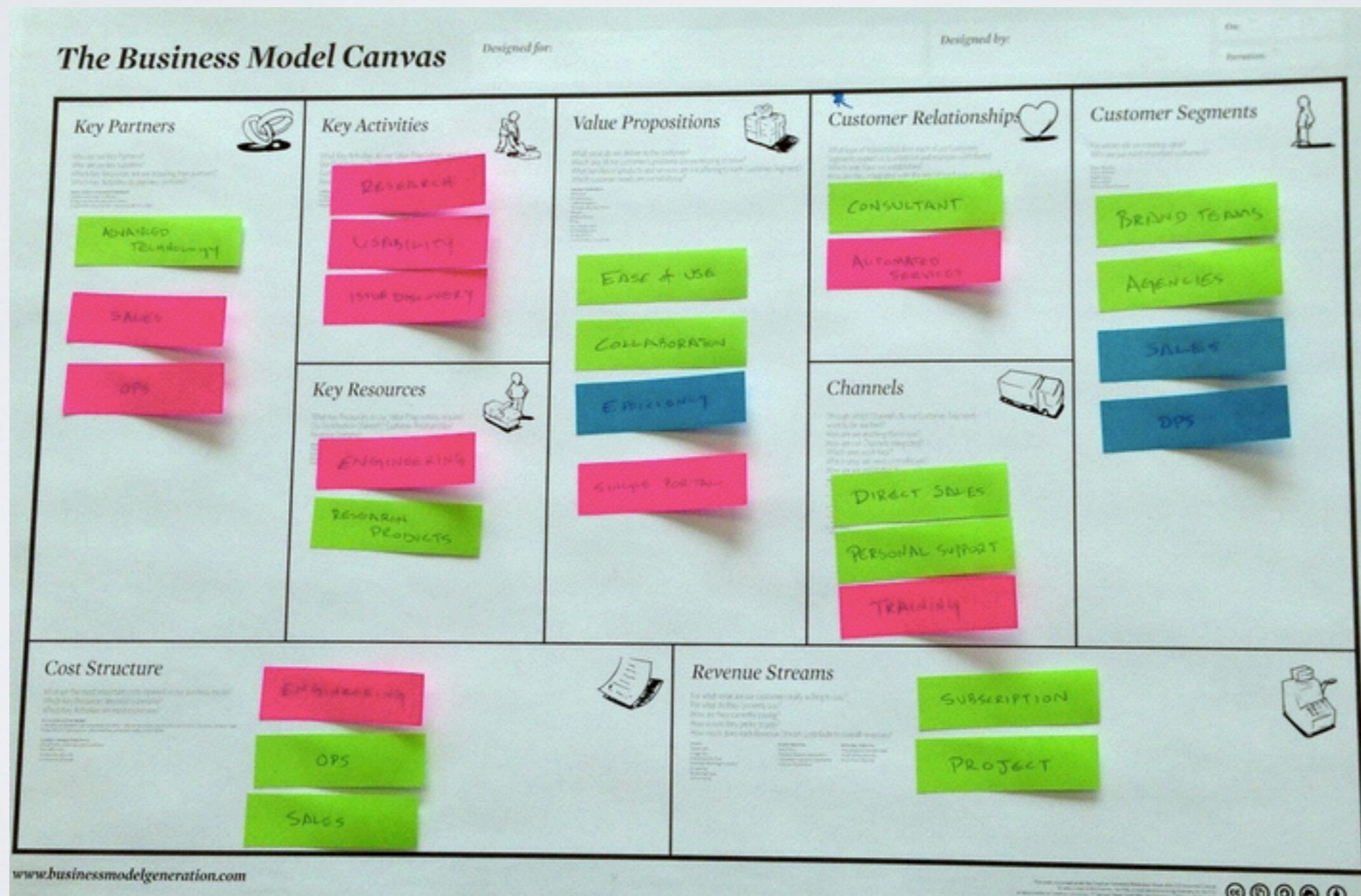
### DYNAMIC PRICING

Regulation (Surge pricing)  
Yield Management  
Deal Size Market

# ISTRUZIONI



# ESEMPIO FINALE COMPILATO



# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

## Key Partners



Who are our Key Partners?  
Who are our key suppliers?  
Which Key Resources are we acquiring from partners?  
Which Key Activities do partners perform?

**KEYNESIAN FIVE FACTORS:**  
Optimization and economy  
Reduction of risk and uncertainty  
Acquisition of particular resources and activities

## Key Activities



What Key Activities do our Value Propositions require?  
Our Distribution Channels?  
Customer Relationships?  
Revenue streams?

**CRONOLOGIA**  
Production  
Problem Solving  
Platform/Network

## Key Resources



What Key Resources do our Value Propositions require?  
Our Distribution Channels? Customer Relationships?  
Revenue Streams?

**TIPES DE RECURSOS**  
Physical  
Intellectual (brand, patents, copyrights, data)  
Human  
Financial

## Value Propositions



What value do we deliver to the customer?  
Which one of our customer's problems are we helping to solve?  
What bundles of products and services are we offering to each Customer Segment?  
Which customer needs are we satisfying?

**DIAGNOSTICA**  
Revenue  
Performance  
Customization  
"Doing the Job Done"  
Design  
Brand/Status  
Price  
Cost Reduction  
Risk Reduction  
Accessibility  
Convenience/Usability

## Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?  
Which ones have we established?  
How are they integrated with the rest of our business model?  
How costly are they?

**EXEMPLOS**  
Personal assistance  
Dedicated Personal Assistance  
Self-Service  
Automated Services  
Communities  
Co-creation

## Customer Segments



For whom are we creating value?  
Who are our most important customers?

Mass Market  
Niche Market  
Segmented  
Diversified  
Multi-sided Platform

## Channels



Through which Channels do our Customer Segments want to be reached?  
How are we reaching them now?  
How are our Channels integrated?  
Which ones work best?  
Which ones are most cost-efficient?  
How are we integrating them with customer routines?

**CHANNEL PHASES**  
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How do we raise awareness about our company's products and services?  
2. Evaluation  
How do we help customers evaluate our organization's Value Proposition?  
3. Purchase  
How do we allow customers to purchase specific products and services?  
4. Delivery  
How do we deliver a Value Proposition to customers?  
5. After sales  
How do we provide post-purchase customer support?

## Cost Structure



What are the most important costs inherent in our business model?  
Which Key Resources are most expensive?  
Which Key Activities are most expensive?

**IS YOUR BUSINESS MODEL**  
Cost Driven (cheapest cost structure, low price value proposition, maximum automation, extensive outsourcing)  
Value Driven (focus on value creation, premium value proposition)

**TIPOS DE CARACTERÍSTICAS**  
Fixed Costs (salaries, rents, utilities)  
Variable costs  
Economies of scale  
Economies of scope

## Revenue Streams



For what value are our customers really willing to pay?  
For what do they currently pay?  
How are they currently paying?  
How would they prefer to pay?  
How much does each Revenue Stream contribute to overall revenues?

FIXED	FIXED PER UNIT	DYNAMIC PER UNIT
Asset sale	Unit Price	Regulation (targeting)
Usage fee	Product feature dependent	Talent Management
Subscription Fees	Customer segment dependent	Deal Size Market
Lending/Borrowing/Leasing	Volume dependent	
Licensing		
Advertising		

mittente

# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

## Key Partners



Who are our Key Partners?  
Who are our key suppliers?  
Which Key Resources are we acquiring from partners?  
Which Key Activities do partners perform?

### KEYNESIAN PSEUDO-EQUILIBRIUM

Optimization and economy  
Reduction of risk and uncertainty  
Acquisition of particular resources and activities

## Key Activities



What Key Activities do our Value Propositions require?  
Our Distribution Channels?  
Customer Relationships?  
Revenue streams?

### PROCESSES

Production  
Problem Solving  
Platform/Network

## Key Resources



What Key Resources do our Value Propositions require?  
Our Distribution Channels?  
Customer Relationships?  
Revenue Streams?

### TYPE OF RESOURCES

Physical  
Intellectual (Brand, patents, copyrights, data)  
Human  
Financial

## Value Propositions



What value do we deliver to the customer?  
Which one of our customer's problems are we helping to solve?  
What bundles of products and services are we offering to each Customer Segment?  
Which customer needs are we satisfying?

### CHARACTERISTICS

Revenue  
Performance  
Customization  
"Calling the Job Done"  
Design  
Brand/Status  
Price  
Cost Reduction  
Risk Reduction  
Accessibility  
Compliance/Quality

## Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?  
Which ones have we established?  
How are they integrated with the rest of our business model?  
How costly are they?

### EXAMPLES

Personal assistance  
Dedicated Personal Assistance  
Self-Service  
Automated Services  
Communities  
Co-creation

## Customer Segments



For whom are we creating value?  
Who are our most important customers?

Mass Market  
Niche Market  
Segmented  
Diversified  
Multi-sided Platform

## Channels



Through which Channels do our Customer Segments want to be reached?  
How are we reaching them now?  
How are our Channels integrated?  
Which ones work best?  
Which ones are most cost-efficient?  
How are we integrating them with customer routines?

### CHANNEL PHASES

1. Awareness  
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2. Evaluation  
How do we help customers evaluate our organization's Value Proposition?
3. Purchase  
How do we allow customers to purchase specific products and services?
4. Delivery  
How do we deliver a Value Proposition to customers?
5. After sales  
How do we provide post-purchase customer support?

destinatario

## Cost Structure

What are the most important costs inherent in our business model?  
Which Key Resources are most expensive?  
Which Key Activities are most expensive?

### IS YOUR BUSINESS MODEL

Cost Driven (emphasizes cost structure, low price value proposition, maximum automation, extensive outsourcing)  
Value Driven (focuses on value creation, premium value proposition)

### FIXED CHARACTERISTICS

Fixed Costs (salaries, rents, utilities)  
Variable costs  
Economies of scale  
Economies of scope



## Revenue Streams



For what value are our customers really willing to pay?  
For what do they currently pay?  
How are they currently paying?  
How would they prefer to pay?  
How much does each Revenue Stream contribute to overall revenues?

### FIXED

Asset sale  
Usage fee  
Subscription Fees  
Licensing/Leasing/Leasing  
Licensing  
Royalty fees  
Advertising

### FIXED PRICING

Cost Price  
Product Features dependent  
Customer engagement dependent  
Volume dependent

### DYNAMIC PRICING

Regulation (Surge pricing)  
Yield Management  
Deal Size Market

# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

## Key Partners



Who are our Key Partners?  
Who are our key suppliers?  
Which Key Resources are we acquiring from partners?  
Which Key Activities do partners perform?

### KEYNESIS FOR PARTNERSHIP

Optimization and economy  
Reduction of risk and uncertainty  
Acquisition of particular resources and activities

## Key Activities



What Key Activities do our Value Propositions require?  
Our Distribution Channels?  
Customer Relationships?  
Revenue streams?

### DESCRIBERE

Production  
Problem Solving  
Platform/Network

## Value Propositions



What value do we deliver to the customer?  
Which one of our customer's problems are we helping to solve?  
What bundles of products and services are we offering to each Customer Segment?  
Which customer needs are we satisfying?

### DESCRIBERE

Revenue  
Performance  
Customization  
"Killing the Job Done"  
Design  
Brand/Status  
Price  
Cost Reduction  
Risk Reduction  
Accessibility  
Convenience/Usability

## Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?  
Which ones have we established?  
How are they integrated with the rest of our business model?  
How costly are they?

### ESEMPLO

Personal assistance  
Dedicated Personal Assistance  
Self-Service  
Automated Services  
Communities  
Co-creation

## Customer Segments



For whom are we creating value?  
Who are our most important customers?

Mass Market  
Niche Market  
Segmented  
Diversified  
Multi-sided Platform

## Key Resources



What Key Resources do our Value Propositions require?  
Our Distribution Channels?  
Customer Relationships?  
Revenue Streams?

### TIPICI DI RISORSE

Physical  
Intellectual (Brand, patents, copyrights, data)  
Human  
Financial

## Channels



Through which Channels do our Customer Segments want to be reached?  
How are we reaching them now?  
How are our Channels integrated?  
Which ones work best?  
Which ones are most cost-efficient?  
How are we integrating them with customer routines?

### CHANNEL PHASES

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How do we provide post-purchase customer support?

## Cost Structure



What are the most important costs inherent in our business model?  
Which Key Resources are most expensive?  
Which Key Activities are most expensive?

### IS YOUR BUSINESS MODEL

Cost Driven (Streamlined cost structure, low price value proposition, maximum automation, extensive outsourcing)  
Value Driven (Focused on value creation, premium value proposition)

### SCALE CHARACTERISTICS

Fixed Costs (Salaries, rents, utilities)  
Variable costs  
Economies of scale  
Economies of scope

## Revenue Streams



For what value are our customers really willing to pay?  
For what do they currently pay?  
How are they currently paying?  
How would they prefer to pay?  
How much does each Revenue Stream contribute to overall revenues?

### TIPICI

Asset sale  
Usage fee  
Subscription Fees  
Licensing/Reselling/Leasing  
Advertising fees

### FIXED PRIXING

Call Price  
Product/Feature dependent  
Customer segment dependent  
Volume dependent

### DYNAMIC PRIXING

Regulation (Gargating)  
Talent Management  
Deal Size Market

Risultati attesi

in altre parole

# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

## Key Partners



Who are our Key Partners?  
Who are our key suppliers?  
Which Key Resources are we acquiring from partners?  
Which Key Activities do partners perform?

**KEYNESIAN PSEUDO-ECONOMY**  
Optimization and economy  
Reduction of risk and uncertainty  
Acquisition of particular resources and activities

## Key Activities



What Key Activities do our Value Propositions require?  
Our Distribution Channels?  
Customer Relationships?  
Revenue streams?

**CRISIS/SCARCITY**  
Production  
Problem Solving  
Networking/Network

cosa fai?

## Value Propositions



What value do we deliver to the customer?  
Which one of our customer's problems are we helping to solve?  
What bundles of products and services are we offering to each Customer Segment?  
Which customer needs are we satisfying?

**CLASSIC/STABILITY**  
Revenue  
Performance  
Customization  
"Doing the Job Done"  
Design  
Brand/Status  
Price  
Cost Reduction  
Risk Reduction  
Accessibility  
Commitment/Quality

come ti  
rendi utile?

## Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?  
Which ones have we established?  
How are they integrated with the rest of our business model?  
How costly are they?

**EXAMPLES**  
Personal assistance  
Dedicated Personal Assistance  
Self-Service  
Self-Service  
Self-Service  
Self-Service

come  
interagisci?

## Customer Segments



For whom are we creating value?  
Who are our most important customers?

**Mass Market**  
 **niche Market**  
**Segmented**  
**Diversified**  
**Multi-sided Platform**

a chi sei  
utile?

## Key Resources



What Key Resources do our Value Propositions require?  
Our Distribution Channels? Customer Relationships?  
Revenue Streams?

**TYPES OF RESOURCES**  
Physical  
Intellectual (Brand, patents, copyrights, data)  
Human  
Financial

chi ti aiuta?

chi sei e  
cosa hai?

## Channels



Through which Channels do our Customer Segments want to be reached?  
How are we reaching them now?  
How are our Channels integrated?  
Which ones work best?  
Which ones are most cost-efficient?  
How are we integrating them with customer routines?

**CHANNEL STRATEGIES**  
1. Awareness  
2. Acquisition  
3. Conversion  
4. Retention  
5. Loyalty

come ti fai  
conoscere e  
porti valore?

## Cost Structure

What are the most important costs inherent in our business model?  
Which Key Resources are most expensive?  
Which Key Activities are most expensive?

**IS YOUR BUSINESS MODEL**  
Cost Driven (Streamlined cost structure, low price value proposition, maximum automation, extensive sales)  
Value Driven (Focus on value creation, premium value proposition)

**FIXED CHARACTERISTICS**  
Fixed Costs (Salaries, rents, utilities)  
Variable costs  
Economies of scale  
Economies of scope

cosa dai?

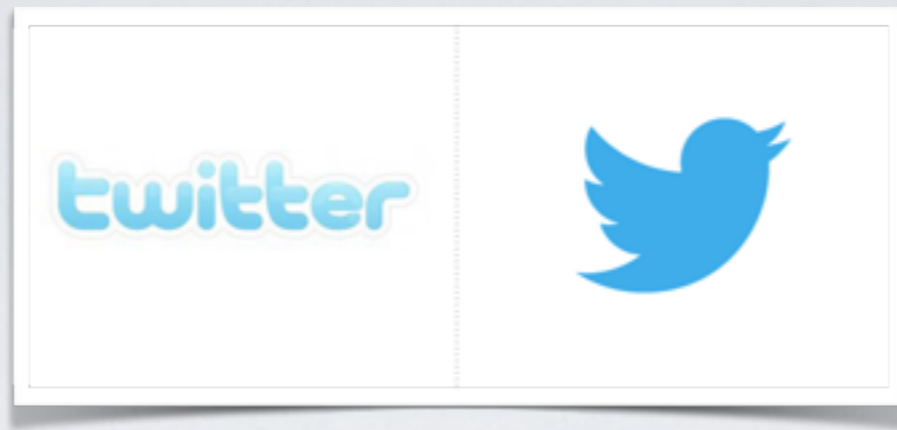
## Revenue Streams



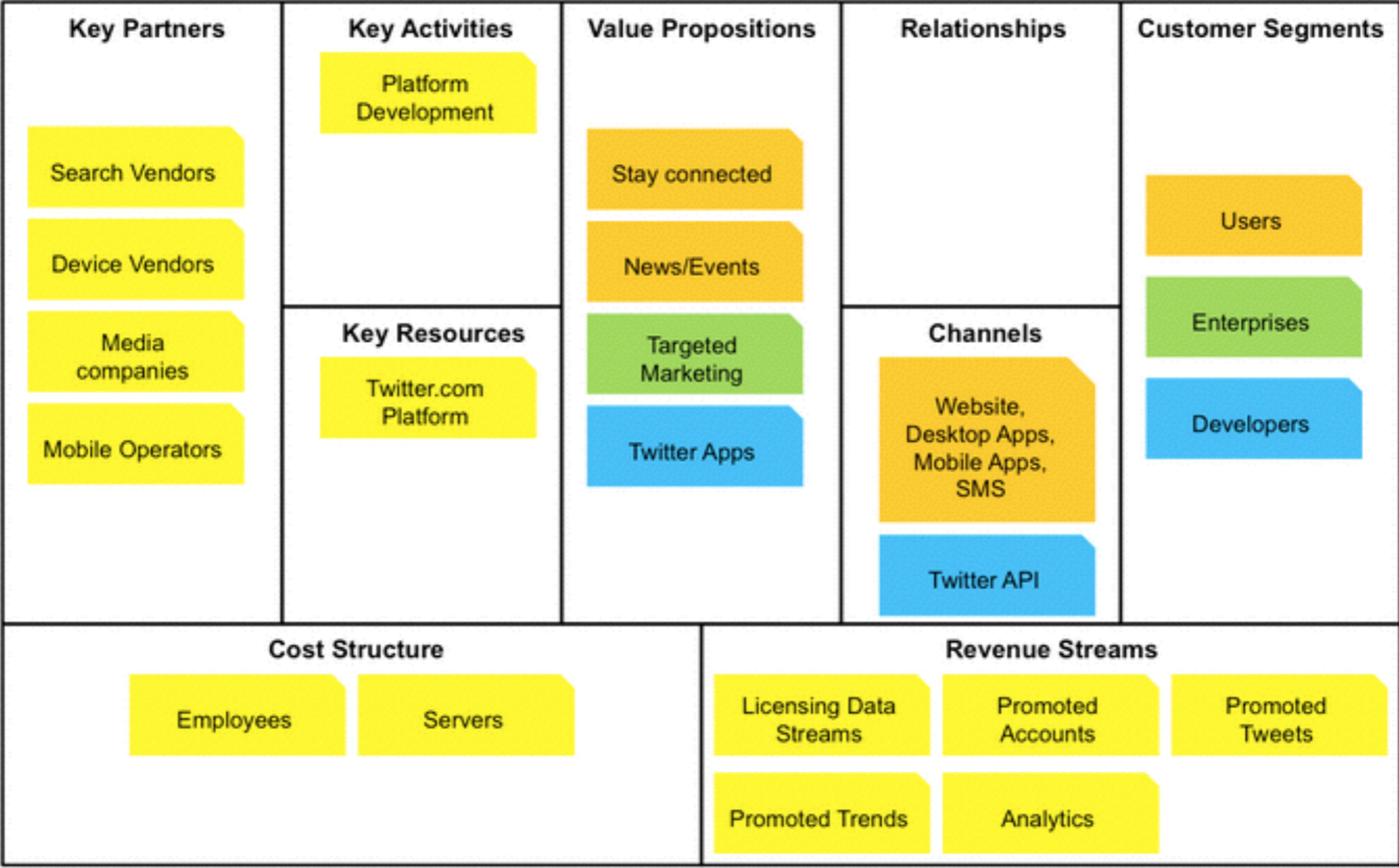
For what value are our customers really willing to pay?  
For what do they currently pay?  
How are they currently paying?  
How would they prefer to pay?  
How much does each Revenue Stream contribute to overall revenues?

<b>FIXED</b>	<b>HYBRID</b>	<b>DYNAMIC</b>
Asset sale	Gift Price	Regulation (Surprising)
Usage fee	Product/Feature dependent	Talent Management
Subscription Fee	Customer engagement dependent	Deal Size Market
Lending/Renting/Leasing	Volume dependent	
Licensing		
Advertising		

cosa  
ottiieni?



## Twitter Business Model



PERSONAL  
BRANDING  
CANVAS



# The Personal Branding Canvas

Progettato per:

Progettato da:

il:     
Interazione n.

## Chi Sei (Identità)



Cosa ti rende una persona speciale?

- CATEGORIE:
- Caratteristiche fisiche
  - Personalità
  - Storia personale e professionale
  - Culture, interessi e passioni, cause sostenute
  - Valori, Purpose, Vision

## Cosa fai (Offerta)



Quali competenze/capacità hanno valore per i tuoi Clienti?  
Quali servizi o prodotti rilevanti offri loro?

- CATEGORIE:
- Servizi e/o prodotti
  - Soft e hard skill
  - Modalità di Relazione con i Clienti

## Quali benefici (Benefici chiave)



Quali benefici ottengono i tuoi Clienti, quando hanno a che fare con te?

- BENEFICI:
- Funzionali (i problemi risolti o i bisogni soddisfatti)
  - Emozionali (come si sentono)
  - Di auto-immagine o auto-espressione (il tipo di persone che pensano di essere)
  - Sociali (le persone con cui possono entrare in contatto)

## Perché tu (Positioning)



Quale elemento distintivo dei blocchi superiori del Canvas ti differenzia rispetto ai competitor e ti rende attraente per la Audience?

- POSITIONING CHECKLIST
- La posizione che ottieni nella mente della Audience quando ti confronti con i tuoi competitor:
- È credibile, specifica e peculiare?
  - È rilevante per i bisogni dei tuoi Clienti?
  - Implica un evidente e valido set di benefici?
  - Giustifica un prezzo maggiore?
  - Quale fetta di mercato determina?
  - Fa leva su un duraturo punto di debolezza esistente o probabile di un competitor?
  - Può essere imitata dai competitor?
  - Qual è la forte motivazione dei Clienti che la sostiene?

## Chi lo deve sapere (Audience)



Per chi crei valore?  
Chi sono i tuoi Clienti più importanti?  
Chi influenza i tuoi Clienti?  
Chi altro ti aiuta a sviluppare il tuo Brand?

- CATEGORIE:
- Segmenti di clientela
  - Influencer (giornalisti, blogger, opinion leader, referral, etc.)
  - Community e tribù (online e offline)
  - Opinione pubblica

## Perché Sei credibile (Ragioni per credere)



Cosa ti rende credibile per la Audience?

- CATEGORIE:
- Curriculum, portfolio, risultati
  - Attestati, titoli e risultati formativi
  - Ruoli in associazioni, volontariato
  - Opinioni e/o referenze di stakeholder riconosciuti
  - Ruoli accademici e/o pubblicazioni
  - Proprietà intellettuale
  - Oggetti, beni, risorse
  - Etc.

## Come lo fai sapere (Comunicazione)



Come ti fai conoscere dalla Audience?  
Quali Canali preferisci per arrivare alla Audience?  
Come crei una relazione con la Audience?

- CATEGORIE:
- Immagine visuale e verbale
  - Comunicazione interpersonale, storytelling
  - Publicity, Public Relation, Networking
  - Sponsorizzazioni e pubblicità
  - Eventi e presentazioni
  - Digital Marketing
  - Etc.

## Di cosa hai bisogno (Investimenti chiave)



In quali Partner chiave, Attività chiave o Risorse chiave investi o devi investire per fare Personal Branding con successo?

- CATEGORIE:
- Marketing e Comunicazione
  - Beni, risorse materiali e tempo
  - Fornitori, consulenti e partnership
  - Formazione
  - Proprietà intellettuale

## Cosa ottieni (Risultati)



Quali risultati hai raggiunto o vuoi raggiungere grazie al tuo Personal Brand?  
Come sei o come vuoi essere percepito?  
Cosa ti dice e vorresti si dica di te?

- CATEGORIE:
1. Visibilità, riconoscibilità, notorietà, memorabilità
  2. Leadership, rispetto, immagine, reputazione
  3. Differenziazione, qualità percepita, rilevanza
  4. Premium price, market share
  5. Fedeltà dei Clienti, retention, advocacy

## Di cosa hai bisogno (Investimenti chiave)

In quali Partner chiave, Attività chiave o Risorse chiave investi o devi investire per fare Personal Branding con successo?

### CATEGORIE:

- Marketing e Comunicazione
- Beni, risorse materiali e tempo
- Tutori, consulenti e partnership
- Formazione
- Proprietà intellettuale



## Cosa ottieni (Risultati)

Quali risultati hai raggiunto o vuoi raggiungere grazie al tuo Personal Brand?  
Come sai o come vuoi essere percepito?  
Cosa ti dice e vorresti ti dicessero di te?

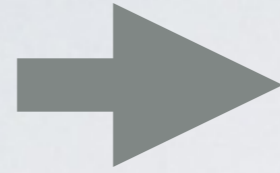
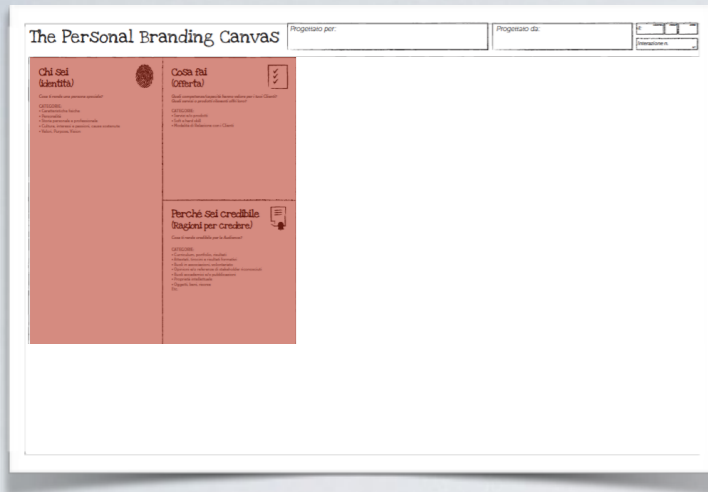
### CATEGORIE:

1. Visibilità, riconoscibilità, notorietà, memorabilità
2. Leadership, rispetto, immagine, reputazione
3. Differenziazione, qualità percepita, rilevanza



Risultati attesi





La tua Identità

La tua Offerta

Ragioni per Credere a ciò che offri

## PARLIAMO DI NOI

(la parte del Canvas che ti describe)

### Chi Sei (identità)

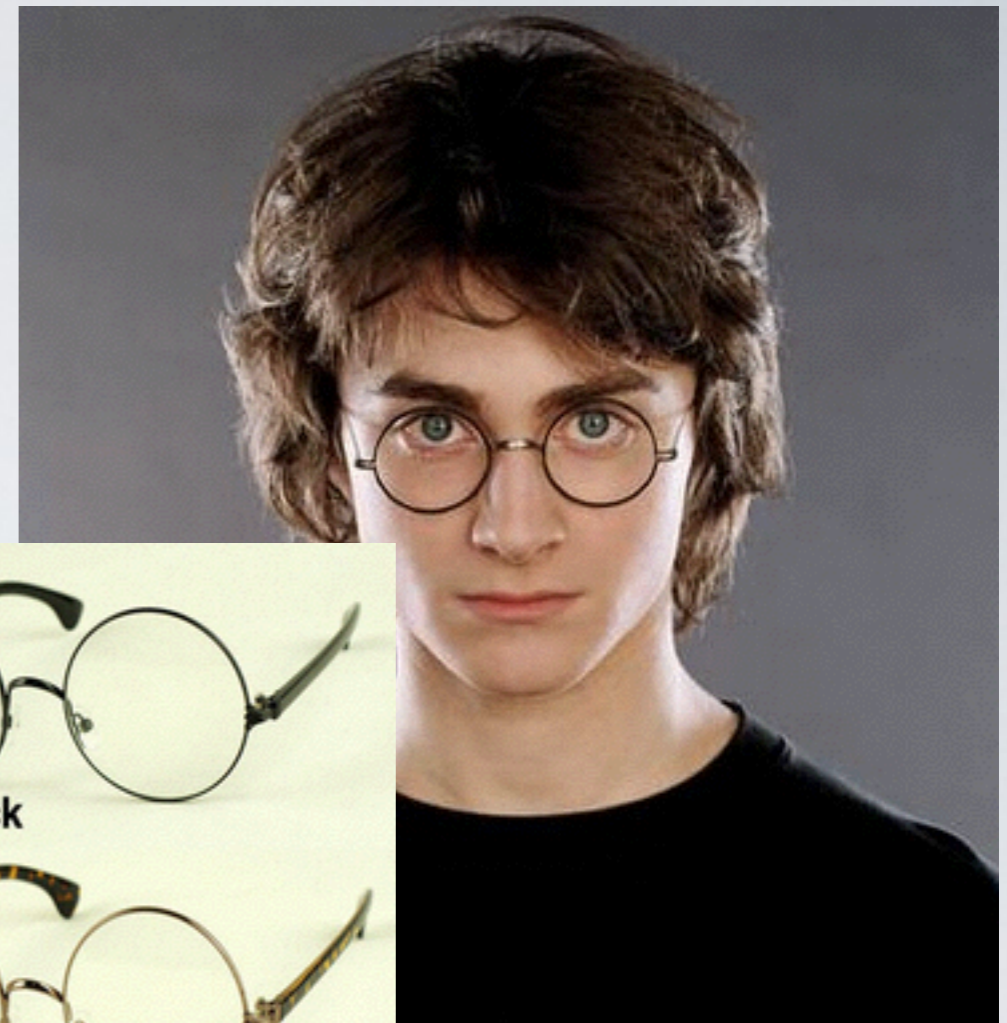
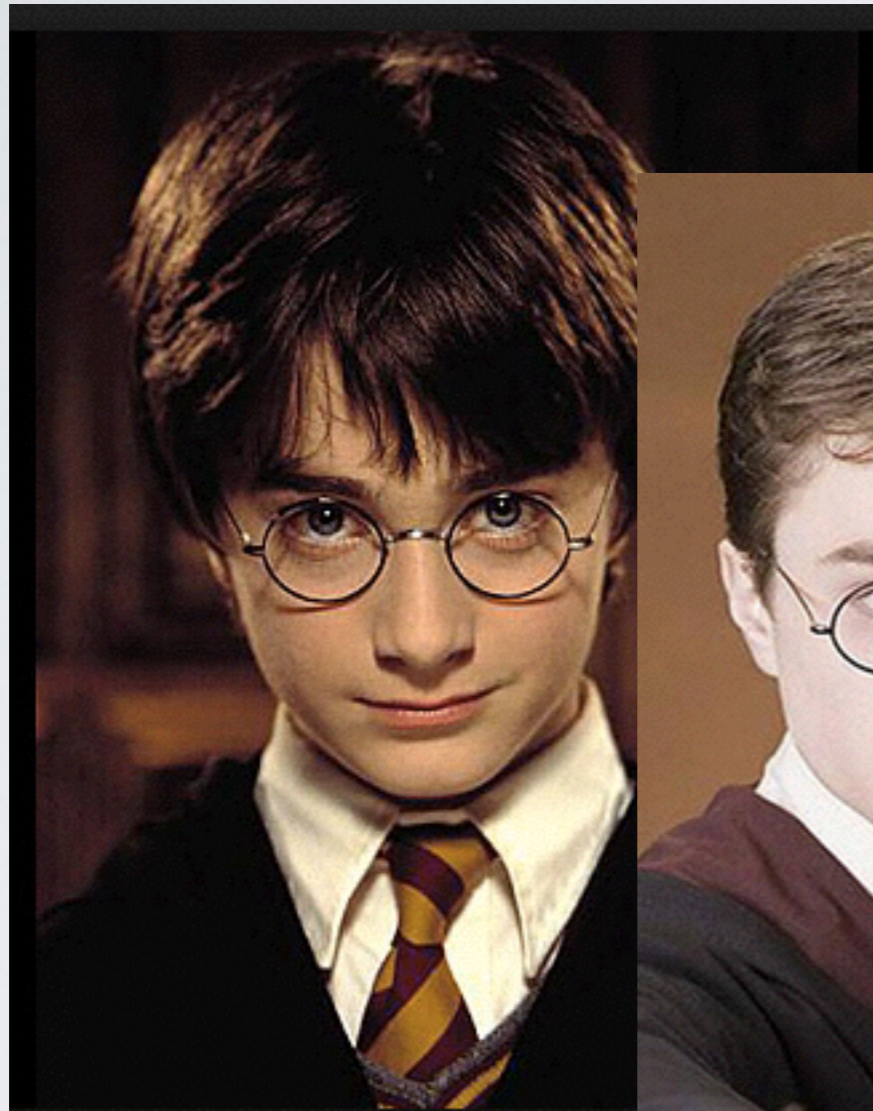


*Cosa ti rende una persona speciale?*

#### CATEGORIE:

- Caratteristiche fisiche
- Personalità
- Storia personale e professionale
- Cultura, interessi e passioni, cause sostenute
- Valori, Purpose, Vision





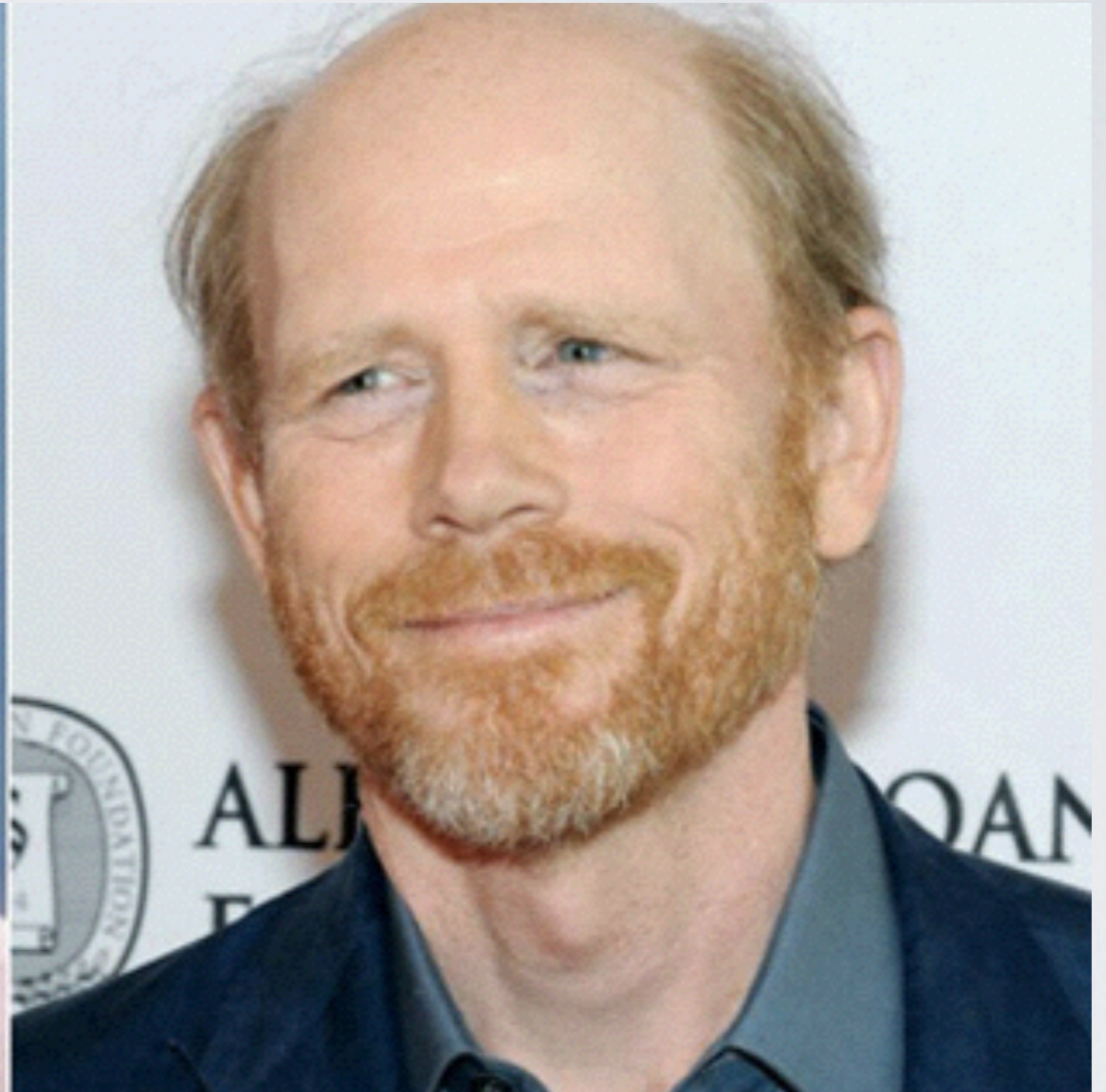
Black

Leopard

Silver

Golden







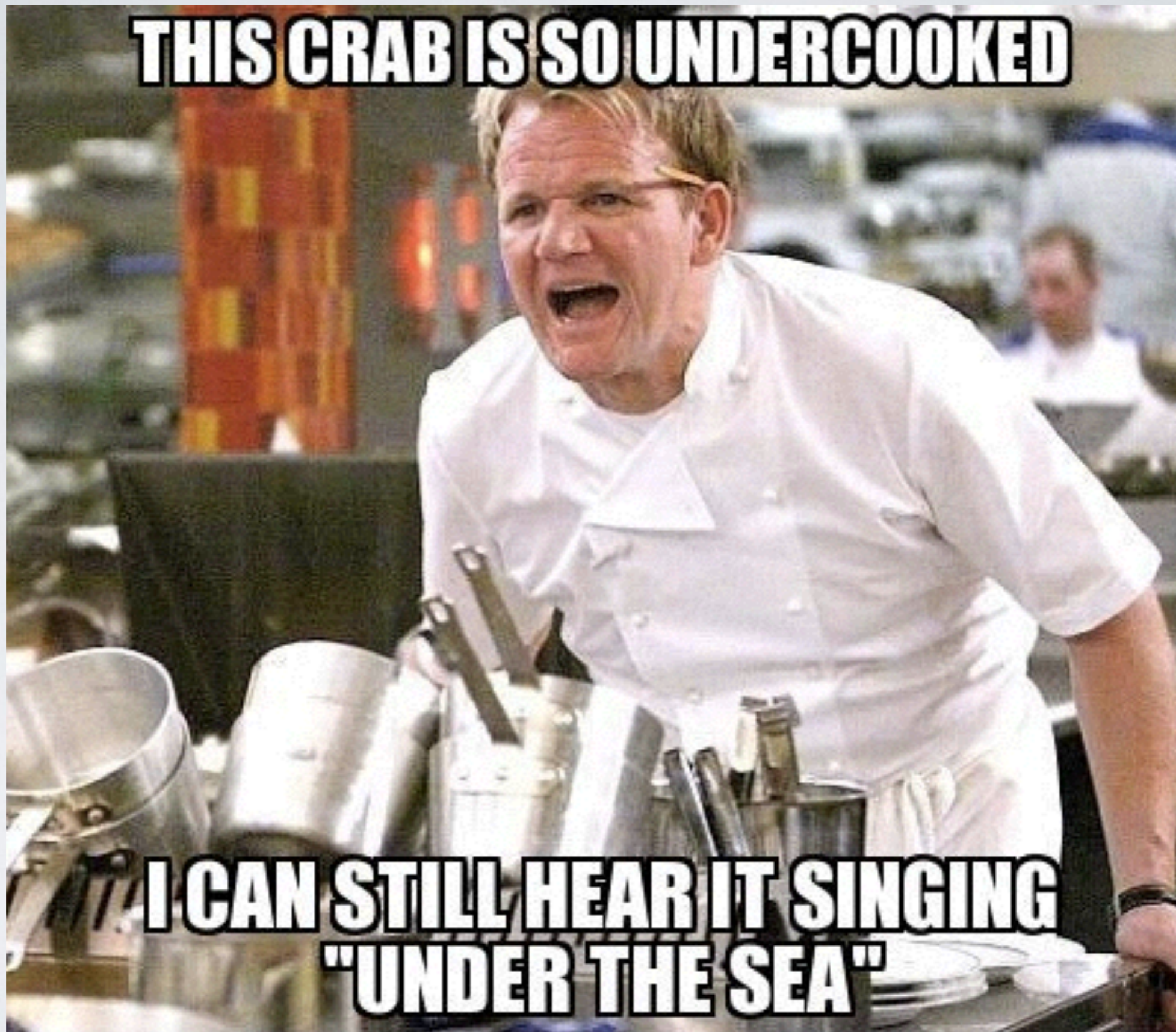
F•R•I•E•N•D•S



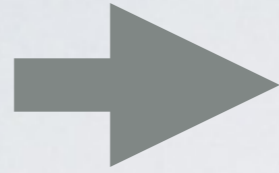
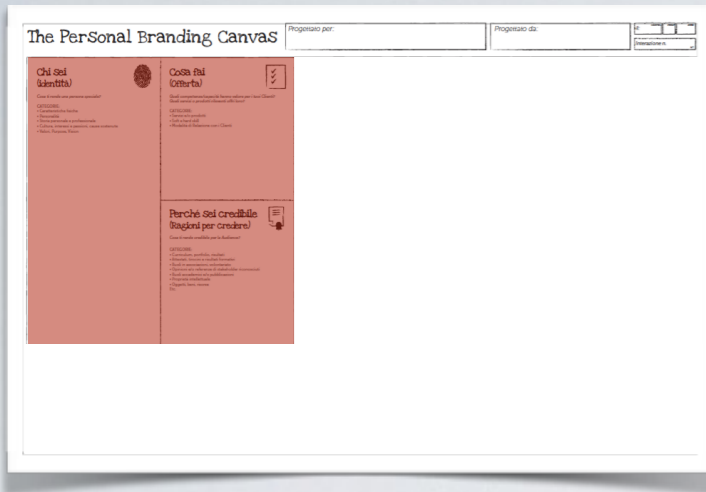
# [scrubs]



**THIS CRAB IS SO UNDERCOOKED**



**I CAN STILL HEAR IT SINGING  
"UNDER THE SEA"**



La tua Identità  
La tua Offerta  
Ragioni per Credere a ciò che offri

## PARLIAMO DI NOI

(la parte del Canvas che ti describe)

### Cosa fai (Offerta)



*Quali competenze/capacità hanno valore per i tuoi Clienti?  
Quali servizi o prodotti rilevanti offri loro?*

#### CATEGORIE:

- Servizi e/o prodotti
- Soft e hard skill
- Modalità di Relazione con i Clienti



# SERVIZI O PRODOTTI

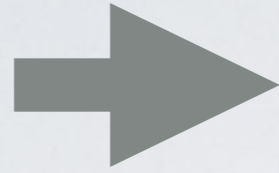
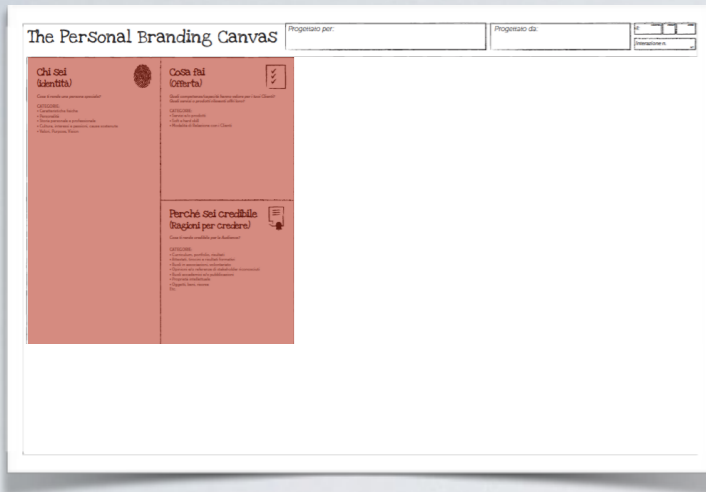




mac  
usado







La tua Identità  
La tua Offerta  
Ragioni per Credere a ciò che offri

## PARLIAMO DI NOI

(la parte del Canvas che ti descrive)

### Perché Sei Credibile (Ragioni per credere)



*Cosa ti rende credibile per la Audience?*

#### CATEGORIE:

- Curriculum, portfolio, risultati
- Attestati, tirocini e risultati formativi
- Ruoli in associazioni, volontariato
- Opinioni e/o referenze di stakeholder riconosciuti
- Ruoli accademici e/o pubblicazioni
- Proprietà intellettuale
- Oggetti, beni, risorse
- Etc.





# Università Kristal Tirana Albania



Presented to

R e n z o B o s s i

For having successfully completed

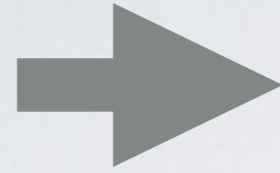
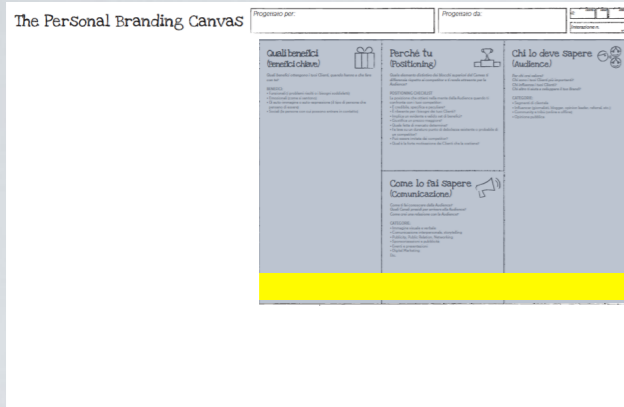
Twenty-four years of Blissful Ignorance

This certificate is awarded in recognition  
of this accomplishment

Given by Alvaro Vitali



N° 010106107870



Audience  
Benefici Chiave  
Positioning  
Comunicazione

## I DESTINATARI

(come influenzi chi ti ascolta)

### Chi lo deve sapere (Audience)



*Per chi crei valore?*

*Chi sono i tuoi Clienti più importanti?*

*Chi influenza i tuoi Clienti?*

*Chi altro ti aiuta a sviluppare il tuo Brand?*

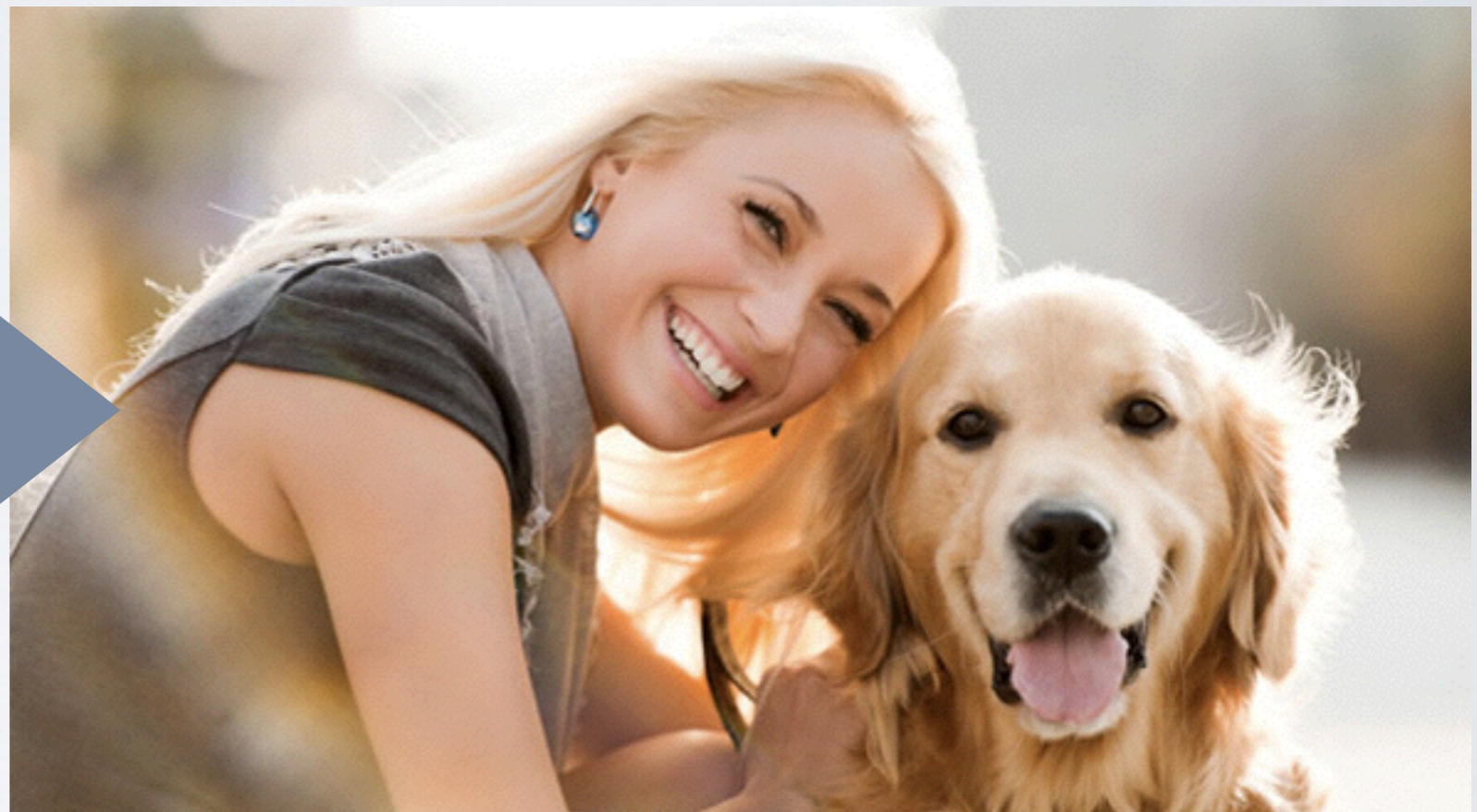
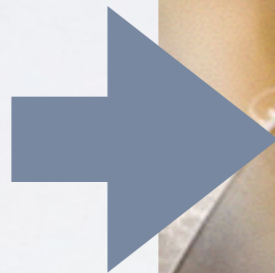
**CATEGORIE:**

- Segmenti di clientela
- Influencer (giornalisti, blogger, opinion leader, referral, etc.)
- Community e tribù (online e offline)
- Opinione pubblica



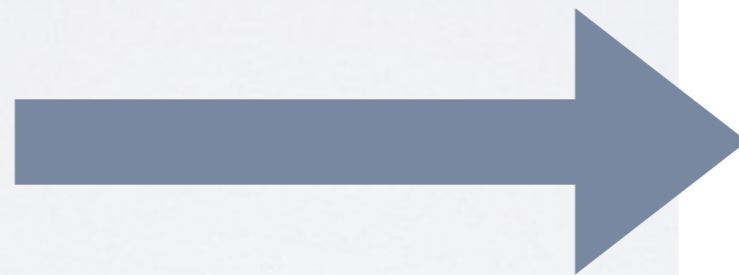
# CLIENTI

CIBO PER CANI



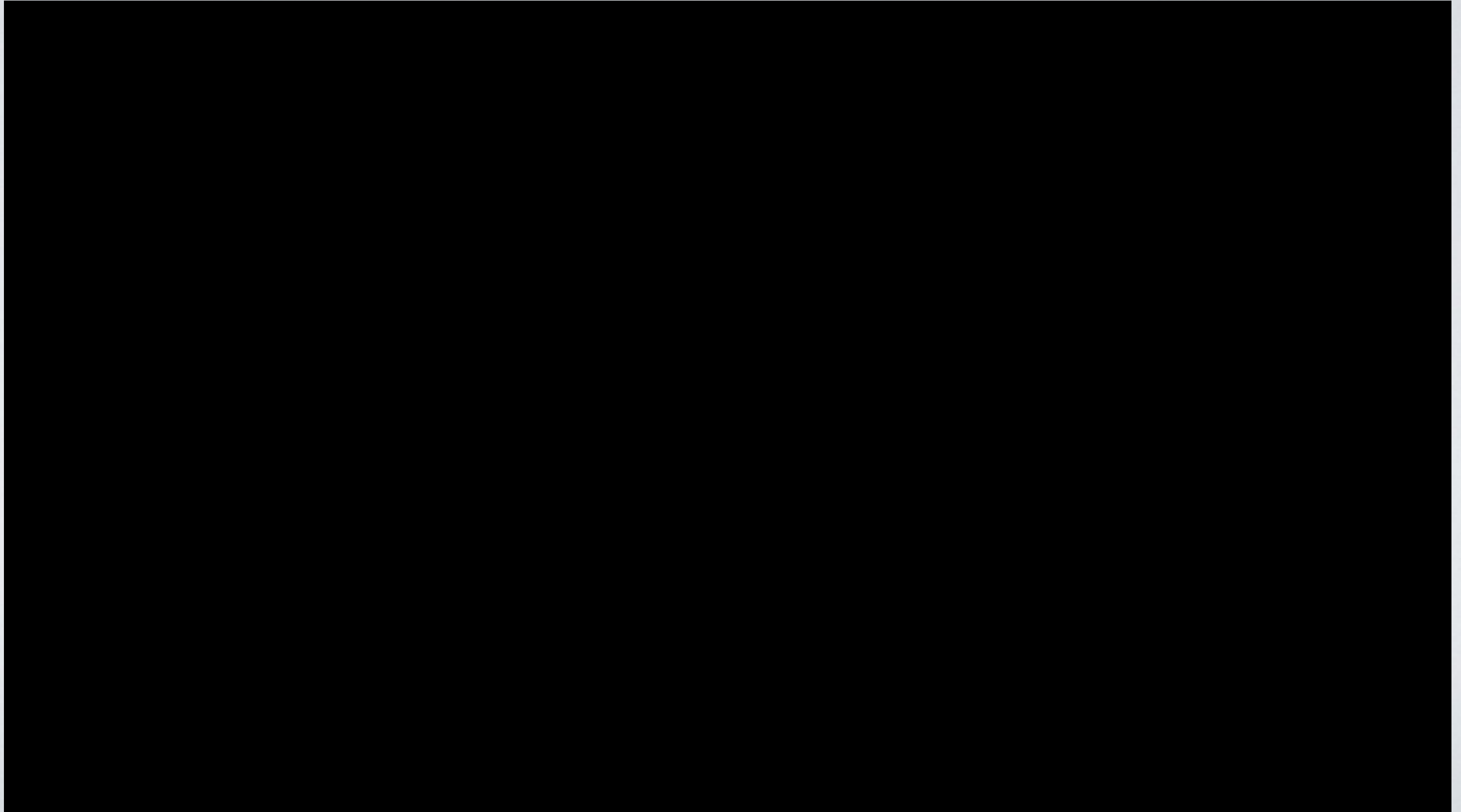
# INFLUENZATORI

CIBO PER CANI



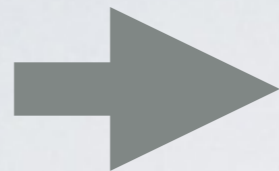
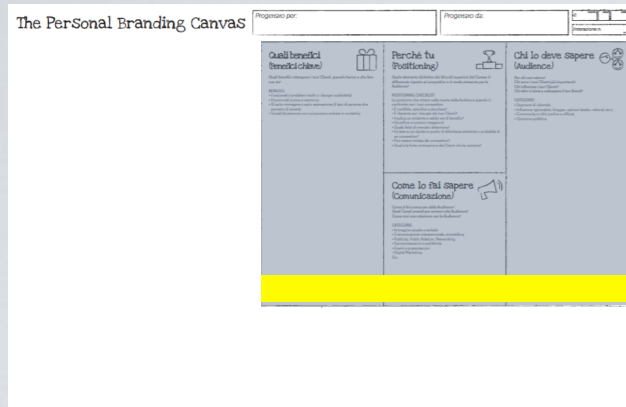


A QUALE “AUDIENCE” SI RIFERISCE LO SPOT?



# GRUPPI CON GLI STESSI INTERESSI





Audience  
Benefici Chiave  
Positioning  
Comunicazione

## I DESTINATARI

(come influenzi chi ti ascolta)

### Quali benefici (Benefici chiave)



*Quali benefici ottengono i tuoi Clienti, quando hanno a che fare con te?*

#### **BENEFICI:**

- Funzionali (i problemi risolti o i bisogni soddisfatti)
- Emozionali (come si sentono)
- Di auto-immagine o auto-espressione (il tipo di persona che pensano di essere)
- Sociali (le persone con cui possono entrare in contatto)



# MISTER MARIO RISOLVE UN PROBLEMA

COME FUNZIONA

BLOG



GLI ARTIGIANI

CONTATTI

ACCEDI REGISTRAZIONE  
UTENTE ARTIGIANO

## IL CONSIGLIO DI UN AMICO QUANDO DEVI SCEGLIERE L'ARTIGIANO PIÙ ADATTO A TE.

Hai bisogno di un idraulico? Il tubo perde acqua e stai navigando in casa?

DIVENTA MIO AMICO CON  
UN LIKE!

✓ Mi piace 1,4mila

Condividi 412



HO SELEZIONATO PER TE SOLO ARTIGIANI VALUTATI DA PERSONE REALI.  
Il servizio è **GRATUITO** e non paghi il costo della chiamata dell'artigiano

È UN'URGENZA?

Località

Idraulico

**CONSIGLIAMI**

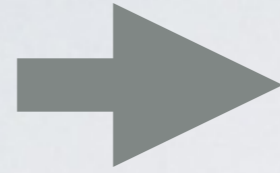
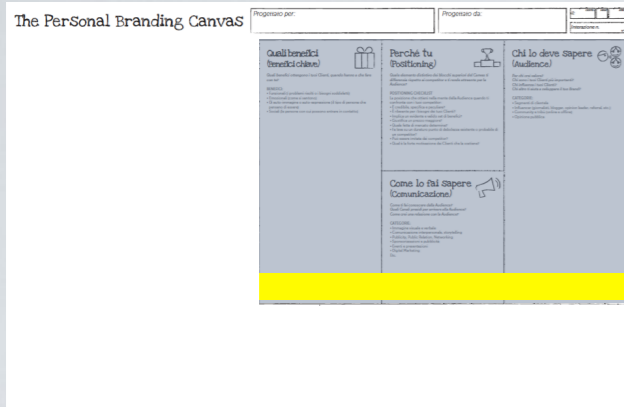
Artigiani che ho selezionato per te

idraulico elettricista fabbro tapparellista condizionatori antifurto antincendio









Audience  
Benefici Chiave  
Positioning  
Comunicazione

## I DESTINATARI

(come influenzi chi ti ascolta)

### Perché tu (Positioning)



*Quale elemento distintivo dei blocchi superiori del Canvas ti differenzia rispetto ai competitor e ti rende attraente per la Audience?*

#### POSITIONING CHECKLIST

La posizione che ottieni nella mente della Audience quando ti confronti con i tuoi competitor:

- È credibile, specifica e peculiare?
- È rilevante per i bisogni dei tuoi Clienti?
- Implica un evidente e valido set di benefici?
- Giustifica un prezzo maggiore?
- Quale fetta di mercato determina?
- Fa leva su un duraturo punto di debolezza esistente o probabile di un competitor?
- Può essere imitata dai competitor?
- Qual è la forte motivazione dei Clienti che la sostiene?



I TUOI PUNTI DI FORZA?

## **LE 3 CONVINZIONI**

CONVINZIONE N.1

Al pubblico interessa il mio servizio

DELUSIONE:

Il pubblico non sa nemmeno che esisti

I TUOI PUNTI DI FORZA?

## **LE 3 CONVINZIONI**

CONVINZIONE N.2

I miei servizi sono migliori di quelli dei miei concorrenti

DELUSIONE:

Offrite più o meno la stessa cosa

I TUOI PUNTI DI FORZA?

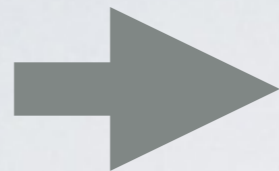
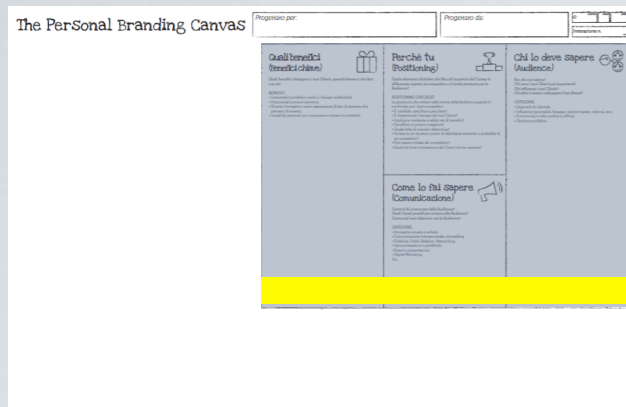
## **LE 3 CONVINZIONI**

CONVINZIONE N.3

La mia competenza conta più della mia visibilità

DELUSIONE:

La competenza è necessaria ma non è sufficiente



Audience  
Benefici Chiave  
Positioning  
Comunicazione

## I DESTINATARI

(come influenzi chi ti ascolta)

### Come lo fai Sapere (Comunicazione)



*Come ti fai conoscere dalla Audience?  
Quali Canali presidi per arrivare alla Audience?  
Come crei una relazione con la Audience?*

#### CATEGORIE:

- Immagine visuale e verbale
- Comunicazione interpersonale, storytelling
- Publicity, Public Relation, Networking
- Sponsorizzazioni e pubblicità
- Eventi e presentazioni
- Digital Marketing
- Etc.



# TIPICI CANALI DI COMUNICAZIONE

- Immagine visuale e verbale
- Comunicazione interpersonale
- Public relation e networking
- Sponsorizzazioni e pubblicità
- Eventi
- Digital marketing (on line-tutto)



UN PUBBLICO PER VOLTA



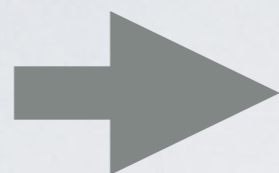
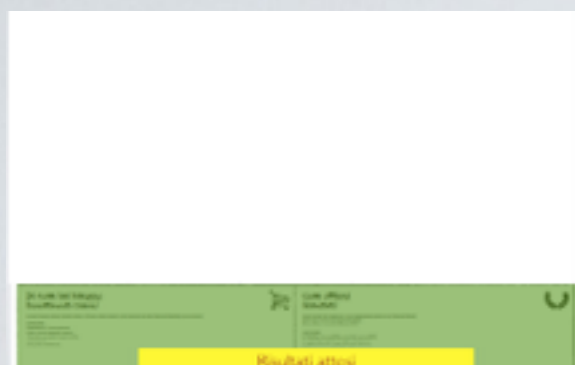
# AL SIMILE PIACE IL SIMILE





PIZZA **SUSHI**  
... incontro di sapori





Investimenti Chiave  
Risultati

## I RISULTATI ATTESI

(il modo in cui ottieni giovamento da questo processo)

### Cosa ottieni (Risultati)

*Quali risultati hai raggiunto o vuoi raggiungere grazie al tuo Personal Brand?*

*Come sei o come vuoi essere percepito?*

*Cosa si dice o vorresti si dicesse di te?*

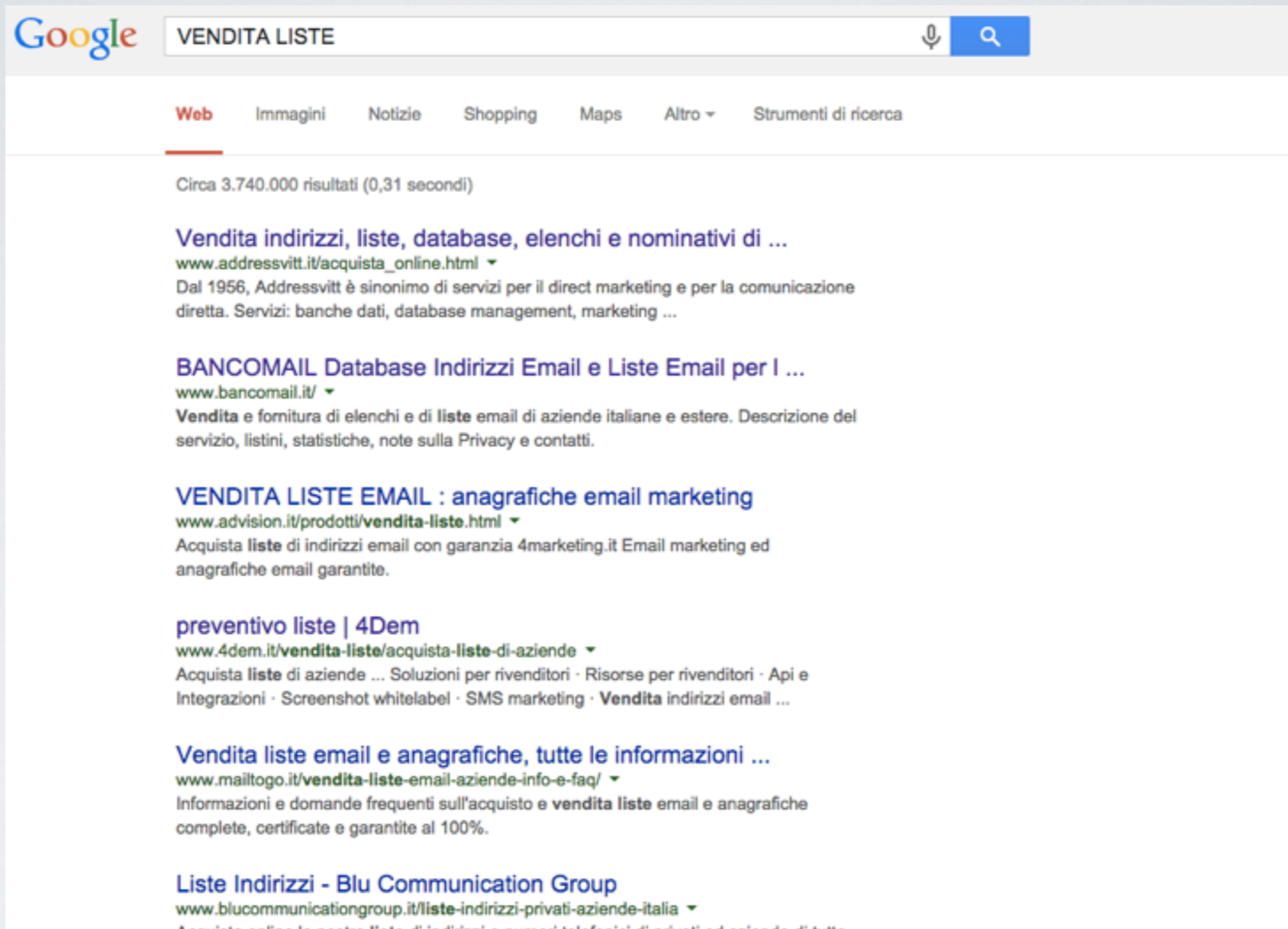
#### CATEGORIE:



1. Visibilità, riconoscibilità, notorietà, memorabilità
2. Leadership, rispetto, immagine, reputazione
3. Differenziazione, qualità percepita, rilevanza
4. Premium price, market share
5. Fedeltà dei Clienti, retention, advocacy

# ESSERE RICONOSCIBILI



# ESSERE TROVABILI



Google   

**Web** Immagini Notizie Shopping Maps Altro ▾ Strumenti di ricerca

Circa 3.740.000 risultati (0,31 secondi)

**Vendita indirizzi, liste, database, elenchi e nominativi di ...**  
[www.addressvitt.it/acquista\\_online.html](http://www.addressvitt.it/acquista_online.html) ▾  
Dal 1956, Addressvitt è sinonimo di servizi per il direct marketing e per la comunicazione diretta. Servizi: banche dati, database management, marketing ...

**BANCOMAIL Database Indirizzi Email e Liste Email per I ...**  
[www.bancomail.it/](http://www.bancomail.it/) ▾  
Vendita e fornitura di elenchi e di **liste** email di aziende italiane e estere. Descrizione del servizio, listini, statistiche, note sulla Privacy e contatti.

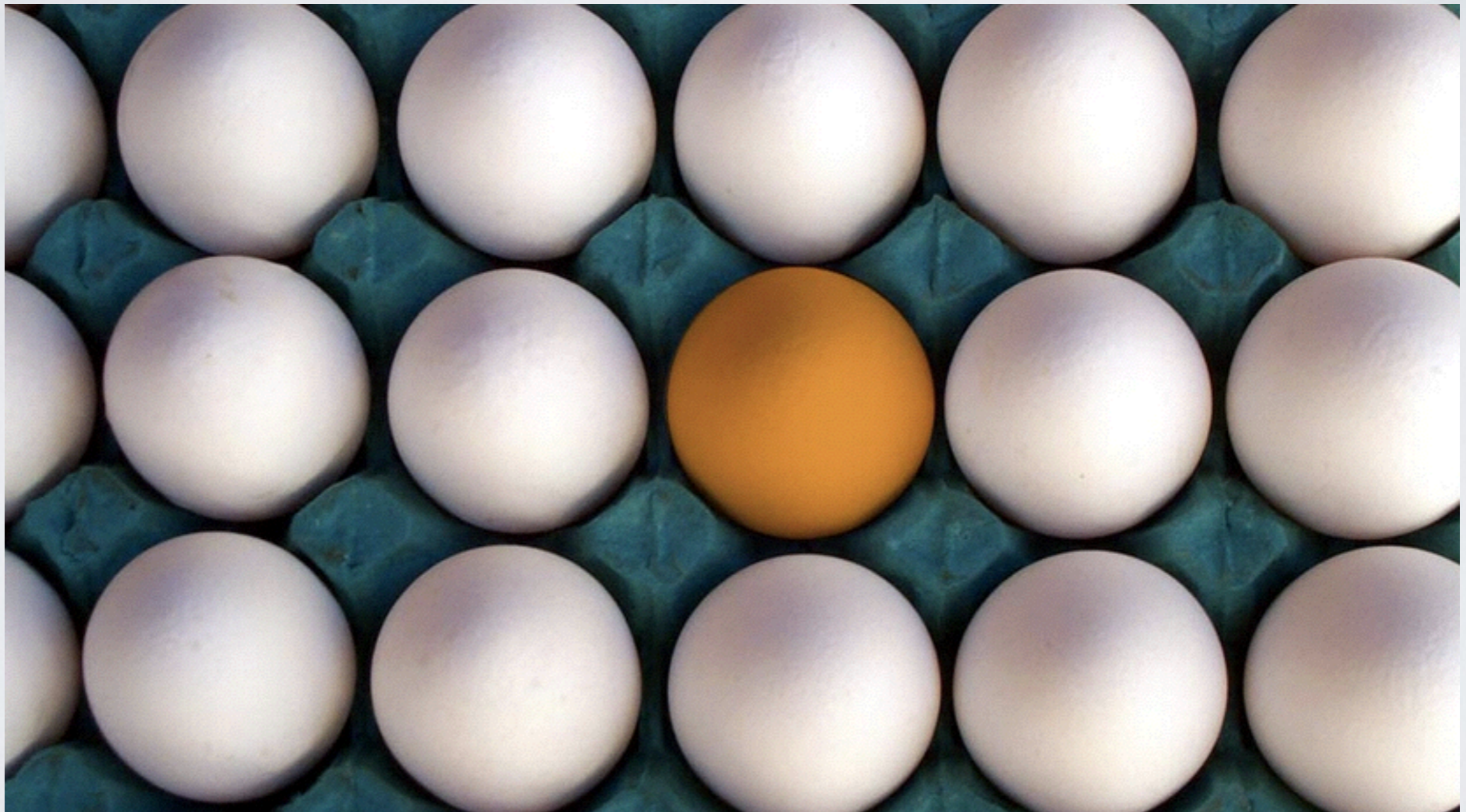
**VENDITA LISTE EMAIL : anagrafiche email marketing**  
[www.advision.it/prodotti/vendita-liste.html](http://www.advision.it/prodotti/vendita-liste.html) ▾  
Acquista **liste** di indirizzi email con garanzia 4marketing.it Email marketing ed anagrafiche email garantite.

**preventivo liste | 4Dem**  
[www.4dem.it/vendita-liste/acquista-liste-di-aziende](http://www.4dem.it/vendita-liste/acquista-liste-di-aziende) ▾  
Acquista **liste** di aziende ... Soluzioni per rivenditori · Risorse per rivenditori · Api e Integrazioni · Screenshot whitelabel · SMS marketing · **Vendita** indirizzi email ...

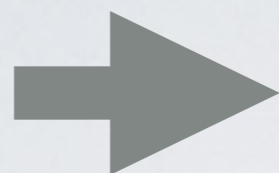
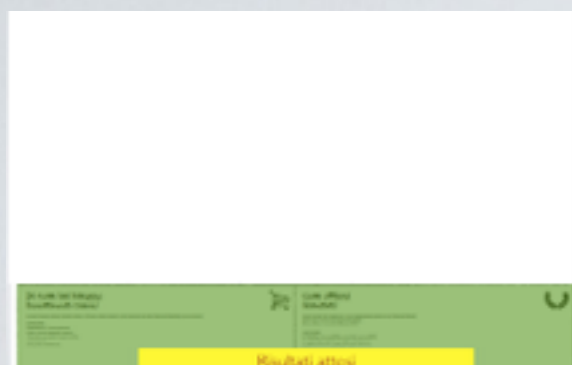
**Vendita liste email e anagrafiche, tutte le informazioni ...**  
[www.mailtogo.it/vendita-liste-email-aziende-info-e-faq/](http://www.mailtogo.it/vendita-liste-email-aziende-info-e-faq/) ▾  
Informazioni e domande frequenti sull'acquisto e **vendita liste** email e anagrafiche complete, certificate e garantite al 100%.

**Liste Indirizzi - Blu Communication Group**  
[www.blucommunicationgroup.it/liste-indirizzi-privati-aziende-italia](http://www.blucommunicationgroup.it/liste-indirizzi-privati-aziende-italia) ▾  
Acquista online la nostra **liste** di indirizzi e numeri telefonici di privati ed aziende di tutta

# DIFFERENZIARSI







Investimenti Chiave  
Risultati

## I RISULTATI ATTESI

(il modo in cui ottieni giovamento da questo processo)

### Di cosa hai bisogno (Investimenti chiave)

*In quali Partner chiave, Attività chiave o Risorse chiave investi o devi investire per fare Personal Branding con successo?*

#### CATEGORIE:

- Marketing e Comunicazione
- Beni, risorse materiali e tempo
- Fornitori, consulenti e partnership
- Formazione
- Proprietà intellettuale

# DI COSA HAI BISOGNO?

- DI UNA STRATEGIA,
- DI UN PIANO DI AZIONE
- DI UN METODO

# HOW PINTEREST STARTED

by Anna Vital

Or How a Guy Just Would Not Quit

