

# Transform Your Business Into a

A positioning framework to set your organization apart

BRENDAN DELL

# Market of One

# About the Market of One Positioning Story

*“In a crowded marketplace, fitting in is a failure. In a busy marketplace, not standing out is the same as being invisible.” - Seth Godin*

Stories define our reality as human beings. The stories you tell—as an individual, an organization, a business—will shape yours.

This is a framework to tell a story that people will believe.

That will allow you to transcend the normal and stand out as an organization worth paying attention to.

That will set you apart as a Market of One—the singular choice for a certain customer.

It’s a recipe to be bold rather than boring.

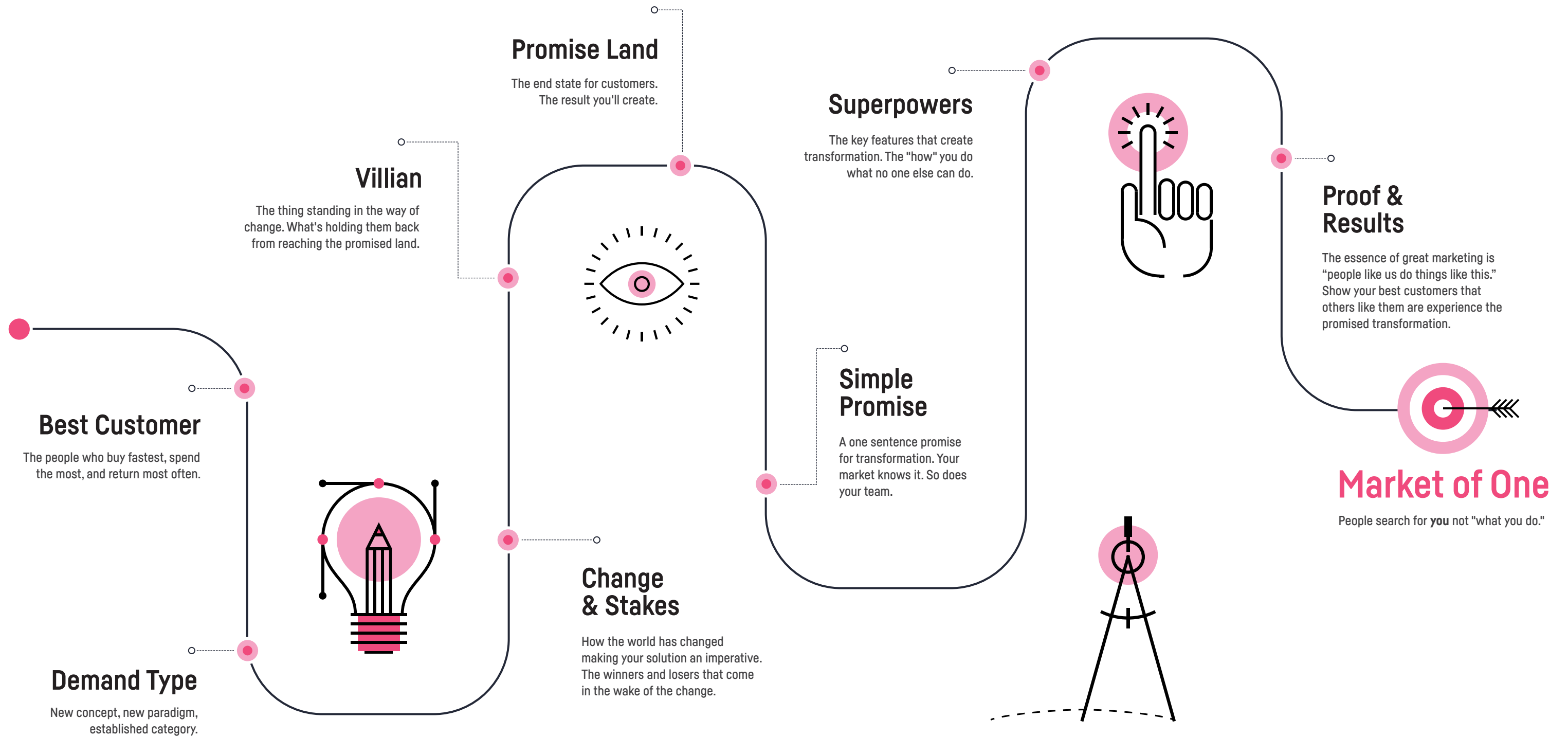
To stand for something and stand out in the process.

To say something worth listening to.

If you are committed to building a brand worth paying attention to, then this framework will give you and your team the clarity, direction, and focus that you need to lead.

- **Brendan Dell, Founder & CEO, Spark**

# The Market of One Messaging Framework for



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