

PATREON

POSITIONING

**A BRAND IS
MORE THAN A LOGO.**

**IT'S WHO PEOPLE THINK
YOU ARE.**

PURPOSE

POSITION

PERSONALITY

WHY ARE WE HERE?

do what you love
do what you love and get paid for it
get paid for creating
get paid for your work by your biggest fans
make a living
make money
make more money
grow your business
sell your work directly to your supporters
manage your fan community
expand your community
monetize your work
engage your fans
connect with fans
directly connect with your supporters
run your business online
run a subscription business

344

distribute your content
deliver exclusive content
energize the fans who matter most
monetize your top supporters
reward your fans
manage relationships with fans
share special experiences
run your own small business media company
segment and engage fans who matter most
establish a new revenue stream
create a fan supported revenue stream
establish fan-based sustainable revenue
grow a dedicated audience
get ongoing support for ongoing work
use a subscription based system
start a subscription model for independent online
content

functional

emotional

create a new
revenue stream

grow a dedicated
audience

do what you love

functional

emotional

pumpkin turns
into chariot

marry prince

live happily ever
after

(crowd)funding platform

"donate on Patreon"
"pledge on Patreon"

"become a patron"

subscription service

"subscribe on Patreon"

EXPLORE & ALIGN

1. Target audience
2. Category in which you play
3. Primary benefit
4. What you're up against
5. What makes you unique that also supports the primary benefit

POSITIONING STATEMENTS

For (target customer)

Who (statement of need or opportunity)

(Product name) **is a** (product category)

That (statement of key benefit)

Unlike (primary competitor)

(Product name) (statement of primary diff)

For (calorie-conscious soda drinkers)

Who (like the taste of Coke)

(Diet Coke) **is a** (zero-calorie alternative)

That (tastes almost like regular Coke)

Unlike (Regular Coke)

(Diet Coke) (has no sugar)

For (World Wide Web users)

Who (enjoy books)

(Amazon) **is a** (retail bookseller)

That (provides instant access to over 1.1M books)

Unlike (traditional book retailers)

(Amazon) (provides a combination of extraordinary convenience, low prices and comprehensive selection)

For (tech-savvy households)

Who (have deadzones or buffering)

(eero) **is the** (world's first home WiFi system)

That (blankets your home in fast, reliable WiFi)

Unlike (a single, ugly router from Netgear or Linksys)

(eero) (uses multiple access points to create a wireless mesh network)

SESSION

#1

1. **Target audience**
2. **Category in which you play**
3. Primary benefit
4. **What you're up against**
5. What makes you unique that also supports the primary benefit

audience

Creators of digital media with an established following

Creative middle class

Digital creators who hope to make a living on their talent

Artists who aren't making enough money

Next generation artists

Modern day content creators

Creators who have an established community and seek additional funding

Creators with 50k-500k fans

Semi-professional artists with established followings

Creators with between 1k and 500k followers on Twitter

People who create art that can be shared on the internet and have followings of 5K-2M

Creators who regularly post content online for 10k-2M fans

Online creators who have established followings

Creators with established followings for whom tens of thousands of dollars is meaningful

Creators who regularly post online and have a following

category

Fan club

Fan-funded community

Fan funding platform

Subscription-based funding platform

Reward-based fan community

Fan engagement platform

Content tribe

Content club

Top fan club

Superfan club

New kind of fan club

Fan guild

Artist club

Patron club

Payments + community

Art meets commerce platform

Superfan platform

Exclusive membership

Exclusive access to content

Content membership platform

Creator membership

Patronage for independent artists

World's first creator-driven membership platform

Membership management platform

Membership platform

Fan community

up against

Working a day job

Living off of your barista job

Having someone else make money off your content

Not making any money from your work

Watching pennies continue to trickle in from ads

Sporadic income generated from commercial work

The myriad of revenue streams you piece together

Other revenue streams (sponsorships, merchandise, tickets, advertising, donations on site)

The unpredictable revenue you piece together

For (creators who regularly post online and have a following)

For whom (tens of thousands of dollars is meaningful)

(Patreon) **is a** (membership management platform)

That (statement of key benefit)

Unlike (the unpredictable revenue streams you piece together)

(Patreon) (statement of primary diff)

For (creators with established followings)

Who (regularly post online)

(Patreon) **is a** (membership platform)

That (statement of key benefit)

Unlike (the unpredictable revenue you piece together)

(Patreon) (statement of primary diff)

For (creators with established followings)

Who (regularly post online)

(Patreon) **is the only** (fan community)

That (statement of key benefit)

Unlike (the unpredictable revenue you piece together)

(Patreon) (statement of primary diff)

SESSION

#2

1. Target audience
2. Category in which you play
3. **Primary benefit**
4. What you're up against
5. **What makes you unique that also supports the primary benefit**

benefit

Make money by connecting with your biggest fans
Make predictable money by engaging with your biggest fans
Distribute your work and get paid regularly by your biggest fans
Get paid by your biggest fans to access to your work
Get paid for your work by your biggest fans
Consistent, predictable income
Get paid for creating
Get paid for making your art
Get paid fairly
Get paid without having to sacrifice your work
Get paid for your ongoing work
Get money from your top fans in exchange for rewards you choose
Make money by rewarding your biggest fans
Make money from your fans without selling out
Make money and get feedback from your fans
Tons of money - way more than you get anywhere else
Understanding and control of your entire fanbase no matter where they are
Scale your impact

Make money from your biggest fans

differentiator

Consistent, ongoing, predictable income
Without selling out or creating a false "project" to fund
Retain 100% control / your fans stay your fans

The "lazy" approach - promises that Patreon isn't extra work for creators
Just keep doing what you're doing
Just keep doing what you love

The "work" approach - sets expectations that you'll have to do a little more work for a lot more \$
Give your fans more of what they want
Give your fans more of what they love

Ongoing, predictable income by giving your fans more of what they love

For (creators with established followings)

Who (regularly post online)

(Patreon) **is a** (membership platform)

That (helps you make money directly from your biggest fans)

Unlike (the unpredictable revenue you piece together)

(Patreon) (provides consistent, ongoing income simply by giving your fans more of what they love)

For (creators with established followings)

Who (regularly post online)

(Patreon) **is a** (membership platform)

That (gets you paid by your fans)

Unlike (the unpredictable revenue you piece together)

(Patreon) (provides consistent, ongoing income by giving your biggest fans more of what they love)

For (creators with established followings)

Who (regularly post online)

(Patreon) **is a** (fan community)

That (provides consistent, ongoing income from your biggest fans)

Unlike (the unpredictable revenue you piece together)

(Patreon) (helps you make money simply by giving your fans more of what they love)

For (creators with established followings)

Who (regularly post online)

(Patreon) **is a** (fan community)

That (helps you make money from your biggest fans)

Unlike (the unpredictable revenue you piece together)

(Patreon) (makes it easy to give your fans more of what they want and for them to pay for access to it)

SESSION

#3

1. Finalize positioning statement
2. Discuss key messages

For creators with established followings

Who regularly post online

Patreon **is a** membership platform

That helps you make money directly from your biggest fans

Unlike the unpredictable revenue you piece together

Patreon provides consistent, ongoing income simply by giving your fans more of what they love

“Extra work”

Key message:

Patreon helps you make money simply by giving your fans more of what they love.

or

Patreon makes it easy to give your fans more of what they love -- and for you to get paid for doing it.

Website headline option:

Get paid to give your fans more of what they love

Supporting messages:

- **Reliable income:** Patreon is a new kind of membership platform that provides consistent, ongoing income directly from your biggest fans -- regardless of the metrics on any individual piece you create.
- **No compromises:** Your fans like your work. Why compromise it to make money? Patreon helps your fans pay you for access to what you already do best.
- **Special access:** Fans contribute a fixed amount each month for access to patron-only content. You decide what to provide, from a behind-the-scenes window into your world to an early peek at your latest work-in-progress.
- **Tools to help you scale:** Patreon makes it easier to communicate with your fan community (post once / publish everywhere), create custom merchandise (turnkey t-shirts), and handle ticketing (event presales). It's like having a team without actually having one.
- **\$50M and counting:** By funding the emerging creative class, artists, musicians, and creators of all kinds can focus more on their work and spend less time and energy figuring out a business model that works for them.

“What you’re already doing”

Key message:

Patreon makes it easy to get paid for what you already do best.

or

Patreon helps your fans pay you for access to what you already do best.

Website headline option:

Get paid for what you do best

Supporting messages:

- **Reliable income:** Patreon is a new kind of membership platform that provides consistent, ongoing income directly from your biggest fans -- regardless of the metrics on any individual piece you create.
- **No compromises:** Your fans like your work. Why compromise it to make money? Patreon helps you make money simply by giving your fans more of what they love.
- **Special access:** Fans contribute a fixed amount each month for access to patron-only content. You decide what to provide, from a behind-the-scenes window into your world to an early peek at your latest work-in-progress.
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