

Institute Brand Story & Positioning

Coaching, Tuition & Test-Prep

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Craft a brand story and positioning for a coaching/edtech business — the founding purpose, values (results with care/ethics), and differentiation — to stand out in a crowded, trust-driven market. Describe your business below.

Purpose of this tool & output

A brand students and parents trust

How the output is used

Use it to build a brand students and parents trust — a brand story and positioning grounded in your results and values.

Important cautions

AI-generated brand story; keep it authentic and back claims - trust is everything in education.

Companion documents

- Coaching Marketing Plan
- Coaching Social Media Plan
- Admission Season Campaign
- Referral Program
- Seminar / Webinar Plan
- Coaching Lead Generation Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.