LoftyBiz Brand Gap Worksheet

Companion download for LoftyBiz 152 — Why Some Businesses Can Charge More for the Same Thing: Building Brand Premium

Your brand premium is the gap between your price and the plain version of what you sell, and you can measure it. Ask customers why they choose you, then strengthen that reason. Raise the value people see: a clearer outcome, faster results, less effort. Stop matching the cheapest price. And give brand work a year, not a week.

1. Write three lines

The plain version of what you sell and its going price. What your customers actually pay you. And the difference. That difference is your brand premium. Track it in one line of a spreadsheet: plain price, your price, difference.

Line	Your notes
The plain version of what you sell, and its going price	
What your customers actually pay you	
The difference (your brand premium)	
When you will review the gap again	

2. Ask why they choose you

Ask your best clients one question: why do you come here instead of somewhere closer, or why do you buy from us instead of the plain version? The things owners notice first are not always the things that keep customers coming back. If you guess instead of asking, you can spend your budget in the wrong place.

Prompt	Their answer
Client 1: why do you choose us?	
Client 2: why do you choose us?	
Client 3: why do you choose us?	
What your brand stands for, in one line	
What your brand is not (things that do not keep them coming back)	

3. Outcome, speed and effort

List one way to improve the outcome, one way to make it faster, and one way to make it easier for the buyer. Then write those steps so every customer gets the same experience, whoever serves them. You can keep the gap sheet and those visit or delivery steps as SOPs in Systex.

Area	The change you will try
Outcome: a clearer result the buyer can see or feel	
Speed: a faster result, or a time they can plan around	
Effort: one less step for the buyer, including reordering	
A habit you will stop (for example, matching the cheapest price)	

Worked example: Annelise, Bellingham (USA)

Annelise owns a dog grooming salon in Bellingham. Three other salons in town offer almost the same full groom. In her example, a standard full groom for a medium dog cost about sixty dollars across town. What her regular clients actually

paid, including add-ons, came to about sixty-eight. The eight-dollar difference was her brand premium. When she asked her best clients why they came, they mentioned a photo when the dog was ready, a dog that was not scared, and booking in thirty seconds, not the cut itself. She made those three things stronger (a calm-visit routine, a guaranteed pickup time, and a rebooking reminder with notes), and she stopped matching the cheapest salon's coupon. After a few months she raised her standard price a little. Most regular clients stayed, and new clients arrived through recommendations that mentioned the calm visits. These are examples, not promises.

Worked example: Cormac, Saginaw (USA)

Cormac runs a small coffee roastery in Saginaw that sells bags online and to local offices. An unbranded bag of similar beans sold for about twelve dollars. His bags sold for thirteen, a one-dollar premium. He rewrote product names around the dream outcome, a great cup in the morning without thinking about it: Easy Morning, Strong Desk Cup, Slow Sunday. Each bag got a simple brewing card. He asked for short written reviews, roasted on Monday and shipped by Wednesday, printed the roast date, and made reordering one click. He wrote a short monthly note and judged that work over a year, not over thirty days. He refused fake countdown timers. In his example, after two small price rises, his bags settled around seventeen dollars, and fewer customers left than he feared. He put part of the extra margin back into faster shipping and better brewing guides. These are examples, not promises.

Example figures. General education, not financial, legal, HR or tax advice. Results vary. These are examples, not promises. Fees and counts in the video are rough examples, not targets or forecasts.

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Settings in the video: Bellingham and Saginaw, USA. Currency: USD. Systex is our own product. You can find Systex at loftybiz.net. Click the link in the description.