

Positioning 101

- Basic structure for a selling proposition:
 - A (company/product) is a B (definition) that provides C (benefit) to D (target audience) in E (markets). F (differentiator) provides G (secondary benefit) and H (tertiary benefit).
- Identify each of the following:
 - A – Company/product
 - B – Definition
 - C/G/H – Benefits
 - D – Target Audience
 - E – Markets
 - F – Differentiators
- Combine the elements above to create a fluid and compelling statement that can be made in 10 seconds and will leave the reader/listener with a clear understanding of who the company is and why it's different.