

Market Positioning is the image or identity of a brand or product in the target consumer's mind relative to competitors.

- Positioning differentiates your offering from competitors in a way that builds preference for your brand among target customers.
- The ultimate goal of market positioning is to occupy a distinct and valued place in the target customers' minds, leading to increased customer loyalty, brand equity, and competitive advantage.
- Seek to discover how your Company is **distinct**, **desirable**, and **different**.

In this worksheet you will complete the following positioning exercises:

1. Build Your Positioning Matrix.
2. Explore Your Brand Identity.
3. Articulate Market Differentiation.
4. Declare Your Company Promise.
5. Craft Your Position Statement.

PART ONE – BUILD YOUR POSITIONING MATRIX.

What is a Position Matrix?

This worksheet will help you craft your very own Position Matrix, where you will plot out both where your competitors live in the box below, along with where you choose to place your company.



Quadrant 1 – Low Quality, High Price

- Captures price-sensitive customers looking for the most affordable options.
- Enables high volume sales due to lower price points.
- Reduces production costs, focusing on basic functionality.

Quadrant 2 – Low Quality, Low Price

- Builds strong customer loyalty through value for money.
- Differentiates from competitors with superior quality at competitive prices.
- Attracts both price-sensitive and quality-conscious consumers.

Quadrant 3 – High Quality, High Price

- Justifies premium pricing with superior product quality and innovation.
- Enhances brand prestige and exclusivity, attracting affluent consumers.
- Achieves higher profit margins per sale.

Quadrant 4 – Low Quality, High Price

- Avoid this quadrant.
- If you find yourself in this quadrant, focus on moving out of it as quickly as possible.

Below is another way to view the matrix and help you position your Company.



High-End Leader (High Quality, High Price): Offers premium products or services with superior quality and features at a higher price, targeting consumers willing to pay more for perceived value and exclusivity.

- Apple: Premium technology products with innovative features.
- Rolex: Luxury watches known for craftsmanship and prestige.
- Tesla: High-end electric vehicles with cutting-edge technology.

Best Value (Quality, Low Price): Delivers products or services with good quality at an affordable price, appealing to cost-conscious consumers looking for the best combination of price and performance.

- IKEA: Affordable furniture with good design and functionality.
- Honda: Reliable vehicles with a good balance of price and quality.
- Uniqlo: High-quality, essential clothing at reasonable prices.

Niche Specialist (High Quality, Low Price): Provides high-quality products or services in a specific market segment at a lower price, often achieved through specialized expertise, efficiency, or focusing on a targeted audience.

- Trader Joe's: Specialty grocery store offering unique, high-quality items at lower prices.
- Warby Parker: Eyewear brand offering stylish frames with prescription lenses at competitive prices.
- Everlane: Clothing brand known for transparent pricing and ethical manufacturing

Budget Option (Low Quality, Low Price): Offers basic products or services with lower quality and minimal features at the lowest possible price, targeting consumers primarily concerned with cost savings.

- Dollar Tree: Retail chain offering a variety of products at \$1 or less.
- Spirit Airlines: Low-cost carrier with basic, no-frills air travel services.
- ZTE: Budget-friendly smartphones with basic features and functionality.

Craft Your Position Matrix.

1. **Focus on Your Purpose:** What your Core Purpose, Vision, 10-Year Goal, and Values?

Core Purpose

100-Year Vision

10-Year Impact Goal

Core Values

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-
-

2. **Identify Your Market:** What Is the specific market you serving?

Who + What Statement

3. **Identify Core Competitors:** List the main competitors in your market.

Core Competitors

4. **Assess Competitors:** Evaluate each competitor based on the two dimensions you've chosen (e.g., Price Level and Perceived Quality). Use the Positioning Matrix on the next page.
5. **Plot Competitors:** Place each competitor on the matrix according to their position in the market. Use the Positioning Matrix on the next page.
6. **Analyze Your Position:** Plot your own company's position on the matrix to see how you compare to competitors. Use the Positioning Matrix on the next page.



PART TWO – EXPLORE YOUR BRAND IDENTITY.

Brand Identity is the visual and emotional impression a brand makes on consumers.

1. What is Your Brand Personality?

Articulate the human characteristics and traits that embody your brand.

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2. How Do You Want Customers to Feel?

Identify the emotional response the brand aims to evoke in customers. Name three specific feelings you would like to cultivate through your company.

- 1.
- 2.
- 3.

3. What Makes Your Brand Different from Competitors?

Pinpoint the unique attributes and benefits that distinguish the brand in the market.

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4. How Do You Communicate Your Brand Visually?

Decide on the visual elements (logo, color scheme, typography)

Brand Colors:

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Brand Fonts & Typography:

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Images:

-
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Symbols:

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5. How Do We Communicate Our Brand Visually?

Decide on the tone

Words to Describe Your Brand:

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Describe Tone Want Your Brand to Convey:

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Core Messages of Your Brand:

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PART THREE – ARTICULATE MARKET DIFFERENTIATION.

These are the unique attributes that set a brand apart from its competitors.

1. What Unique Features Do Your Products/Services Offer?

Identify specific aspects that set your offerings apart from the competition.

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2. How Does Your Customer Experience Stand Out?

Evaluate what makes your customer service and user experience unique.

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3. What Market Needs Are We Addressing That Others Aren't?

Determine unmet needs or gaps in the market that your company fulfills.

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4. How Does Your Company's Expertise and Knowledge Position Your Company Differently?

Assess how your company's expertise can be leveraged as a differentiator.

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PART FOUR – DECLARE COMPANY PROMISE.

The promise of value to be delivered to the customer.

1. What is the Primary Urgent & Important Problem Your Company Solves?

Name the #1 specific core problem your offerings address. This is what they need.

What They Need

2. What do your customers value most?

How would they like their core problem solved? What will be important for them in choosing a company to help them? Other than the solution to their need, what else is influencing their buying decision?

3. What is the unique strength of your Company?

Assess what your company does better than anyone else. This could be a product feature, service quality, or an aspect of customer experience that sets you apart.

4. How does your Company impact customers' lives?

Reflect on the positive changes or improvements your product or service brings to your customers' lives or businesses. Consider both practical and emotional impacts.

5. What commitment can your company consistently uphold?

Determine the promise that your company can reliably fulfill across all customer interactions, product lines, or services.

Company Promise

6. Why Should Customers Believe Our Promise?

Prepare evidence or reasons for customers to trust your promise.

PART FIVE – CRAFT YOUR POSITION STATEMENT.

Your Position Statement is a declaration that summarizes a brand's unique value and its promise to the market.

Use this fill-in-the-blank mad-lib format to help you craft your position statement:

**For [target audience],
[Company or Offering] is the
[Single Most Important Claim]
because
[Evidence that Supports the Claim].**

Example Position Statements:

Patagonia - For outdoor enthusiasts and environmentally conscious consumers, Patagonia is the leader in sustainable outdoor apparel because of our commitment to eco-friendly materials and ethical production practices. Patagonia pledges 1% of sales to the preservation and restoration of the natural environment, totaling over \$89 million to date.

Warby Parker - For style-conscious individuals seeking affordable eyewear, Warby Parker offers innovative, designer glasses through a buy-one-give-one model, emphasizing social responsibility. Partners with non-profits to distribute a pair of glasses for each pair sold, serving over 8 million people globally.

Thrive Market - For health-focused shoppers, Thrive Market is the premier online retailer of organic and non-GMO products, delivering sustainable shopping at wholesale prices. Offers carbon-neutral shipping, zero-waste warehouses, and has donated millions of dollars in healthy groceries to families in need.

Grameen Bank - For the underserved and unbanked populations, Grameen Bank is a pioneering microfinance institution, offering small loans to empower and promote entrepreneurship without requiring collateral. Has distributed over \$24 billion in loans to impoverished individuals, boasting a repayment rate higher than traditional banks.

Zipline - For remote and underserved communities, Zipline delivers life-saving medical supplies via the fastest autonomous aircraft, revolutionizing access to urgent healthcare. Has completed over 200,000 commercial deliveries, including vaccines, blood, and medical supplies across multiple countries.

Draft your Position Statement Below.

Position Statement

Congratulations! You've completed a draft of your Position Statement! Add it to your 4-Page Growth Plan(TM)!

This statement will help you elevate what is **distinct**, **desirable**, and **different** about your Company.



Order the Book

- The Force for Good (FFG) System™ is designed to amplify scale, profit, and cash flow through alignment of purpose, values, and vision.
- It is a **transformational flywheel** accelerating the vision and success of your company.
- The tool above is part of the Force for Good System™ shared in the book.
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Growth Accelerator

- Step-by-step guidance to install the elevated system of perpetual growth.
- The flywheel is designed to help you and your team accelerate in the three dimensions that all businesses need to continuously innovate and improve:
 1. **Impact** – The good your business brings to customers, your industry, your community, and the world at large.
 2. **Scale** – Your company purpose actualized at the level you envision.
 3. **Profit** – Ensuring sustainability and prosperity for all stakeholders.

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The Three Essential Tools of the Force for Good System™

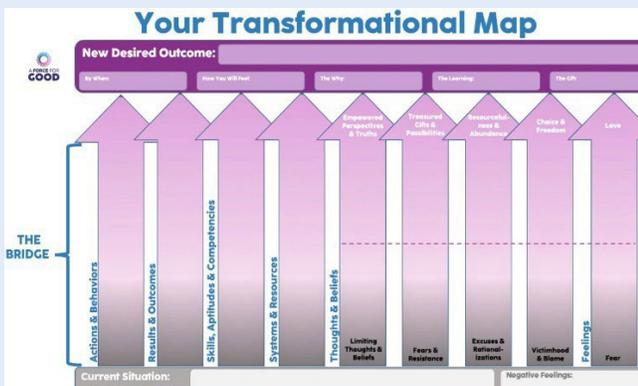
- **The 4-Page Growth Plan™** restores your power as a leader. It reminds you that you and your team already have what you need to take the next brave step.
- In four pages is everything you need to know to unlock the puzzle of growth in your business.
- The visual summary of the Transformational Flywheel, customized for your company.

[Download 4-Page Growth Plan™](#)



- **Your Transformational Map** helps teams grow – from inside out.
- Growth requires change. The map unlocks the hidden, unconscious reasons why we resist change.
- Helps you step into your role as a Transformational Leader.
- Each business breakthrough becomes a path to both business growth -- and personal growth for leaders and teams.

[Download Transformational Map](#)



- **The Seven Rituals of Innovation™** spin the transformational flywheel of your business.
- Specific daily, weekly, monthly, quarterly, and annual rituals together with your team.
- Redirecting you and your team back to what is most important, these moments accelerate the path to your vision.

[Download the Seven Rituals of Innovation™ Handbook](#)





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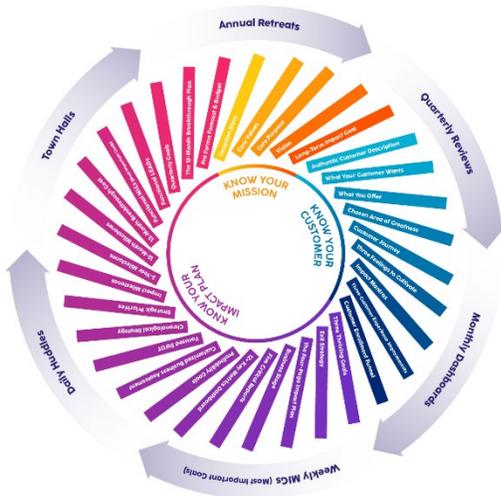
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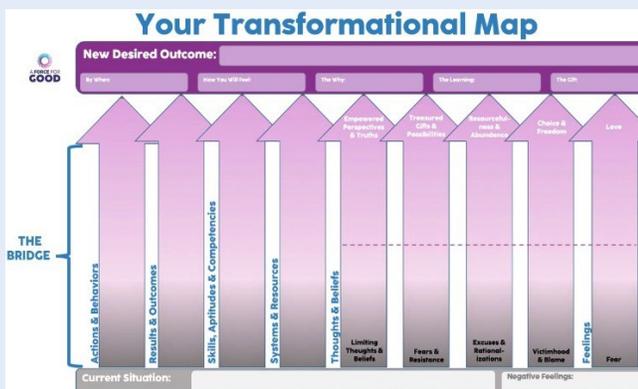
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