



Ask Yourself

- Do you ever feel like your company is doing great work—but being overlooked or misunderstood?
- Are you blending in with competitors when you know your offer is stronger, smarter, or more meaningful?
- Is your team unclear or inconsistent when they describe what you do and why it matters?
- Would you love to finally claim the powerful, distinctive position in your market that builds loyalty, attracts ideal customers, and increases company value?

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What is Market Positioning?

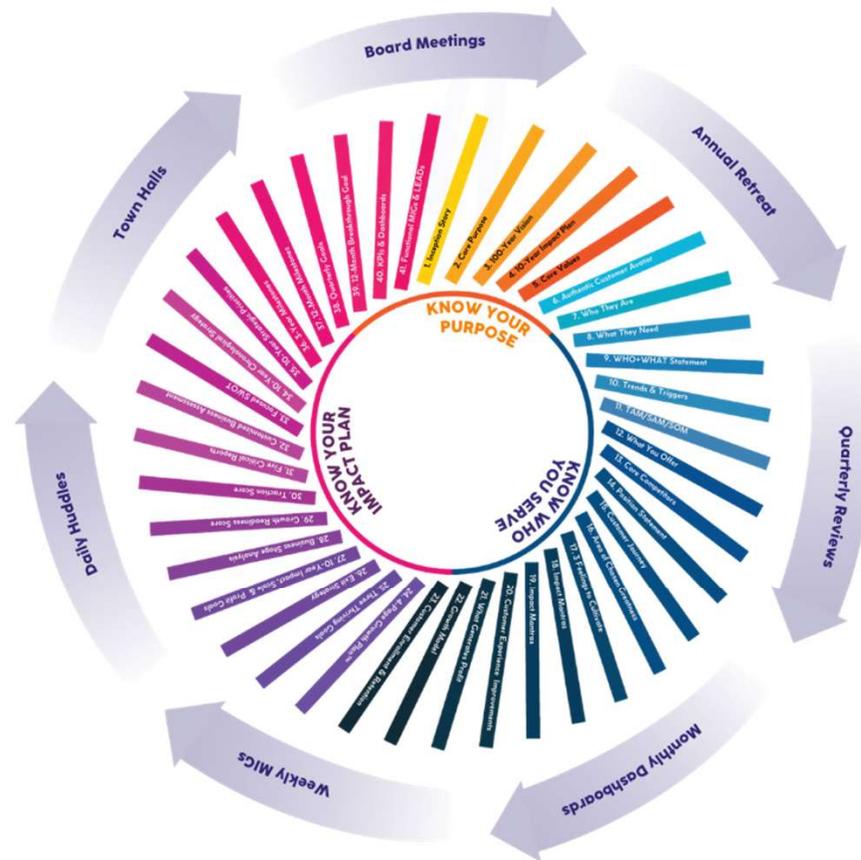
Market Positioning is the image or identity of a brand in the target consumer's mind, relative to competitors.

- 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**.

A FORCE FOR GOOD Today's Focus

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- Core Growth Element: **Positioning Statement**
- Today's Tool: **Market Positioning Analyzer™**
- Workshop Goals:
 1. Use the Market Positioning Analyzer™
 2. Define Your Market Positioning
 3. Identify one High-Leverage Habit and one High-Potency Action.
- **Download the Market Positioning Analyzer™ now!**





Why Define Market Positioning?

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1. It creates clarity—for everyone.
2. It sharpens your competitive edge.
3. It strengthens customer preference and loyalty.
4. It aligns your team around growth.
5. It boosts the effectiveness of your marketing and sales.
6. It increases your company's perceived value.
7. It makes future decisions faster and easier.

Great companies don't compete their way to the top—they clarify their way there.



3 Core Growth Elements – *Where It Fits on the 4-Page Growth Plan™*

- **4-Page Growth Plan™** - In four pages is everything you need to know to unlock the puzzle of growth in your business.
- On Page 1 of your 4-Page Growth Plan™ -- ***Know Who You Serve***
- **This section defines your customer** – it inspires this Core Growth Element:
 - **Position Statement**
- Inspires everything on the 4-Page Growth Plan™.

FFG 4-Page Growth Plan™ (4PGP)
A living, breathing reminder of what is most important for growth.

KNOW YOUR PURPOSE.

Inception Story

Core Purpose | 100-Year Company Vision

10-Year Impact Goal | Core Values

KNOW WHO YOU SERVE.

Total Available Market	Serviceable Addressable Market	Serviceable Obtainable Market

Authentic Customer's Offering

Who They Are	What They Need	WHQ+WHAT Statement	Why – Trend & Triggers

What You Offer	Core Competitors	Position Statement	Chosen Area of Readiness

3 Feelings to Cultivate | Impact Mantras | 3 Customer Feedback Improvements

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Uncover Your Market Position

1. Position through contrast
2. Position through brand identity
3. Make a promise to your customer
4. Build a Position Statement

Goal:

To uncover what makes your company distinct, desirable, and defensible.



Position Through Contrast

Positioning can relate to a variety of factors:

- Perceived **quality** being low or high.
- **Pricing** can be inexpensive, value, or luxury.
- Your company might focus on **selling** directly to consumers or only to businesses.
- The **size** of the companies you serve might be solo entrepreneurs, micro-businesses, mid-sized companies, or enterprise-sized companies.

Consider how your brand contrasts with the other options available to customers in your market.

**The market doesn't need another version of them.
It needs the fullest expression of you.**



Position Through Contrast

A **Positioning Matrix** helps you clearly see where your company stands—relative to your competitors—within the landscape of your market.

- A visual snapshot of how your company stacks up against others in your market.
- Pinpoints exactly where you stand—and where the gaps and opportunities lie.
- Reveals how you compare, where you shine, and where you need to differentiate.



Position Through Contrast

Quadrant 2 – 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 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 1 – Low Quality, Low 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 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.





Position Through Contrast

High-End Leader (High Quality, High Price):

- 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):

- 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):

- 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)

- 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.





Position Through Brand Identity

Brand Identity is the visual and emotional impression your brand makes on consumers. The personality and emotions your brand evokes greatly influence how potential and current customers view your company.

- By intentionally choosing a brand identity that resonates with Authentic Customers, you build connection, trust, and understanding with your target market.
- Visual communication through brand **colors, fonts, typography, images, and symbols.**
- We also communicate through our **core messages, tone,** and the **words** we use when speaking to customers.

**Your market position is not just what you say—
it's what you *embody*.**



Make a Company Promise

A **Company Promise** is your clearest, most compelling commitment to your customer.

- The **value you consistently deliver**, the **urgent problem you solve**, and the **distinctive advantage you bring**—all distilled into a promise your audience can trust and remember.
- More than a tagline or mission statement, your Company Promise is a strategic declaration that answers this question:
 - *Why should your ideal customer choose you—confidently, consistently, and without hesitation?*



Build a Market Position Statement

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

For [Target Audience],
[Company] is the
[Single Most Important Promise]
because [Evidence that Supports the Promise].

**Your market position is a sacred agreement
between your truth and your audience.**



Market Position Statement Examples

For [Target Audience], [Company] is the [Single Most Important Promise] because [Evidence that Supports the Promise].

Lara Health

Founder: Martina Janeckova

Digital Health SaaS

Market Position Statement:

For medical practices seeking to improve patient outcomes and profitability, Lara Health is the all-in-one remote patient monitoring and telehealth platform because it automates care delivery, maximizes reimbursements, and enables scalable, high-quality care without additional staff or office visits

ActivTrak

Founder: Heidi Farris

Workforce Analytics SaaS

Market Position Statement:

For enterprise leaders and operations managers, ActivTrak is the essential workforce optimization platform because it unifies productivity, compliance, and workforce planning analytics, delivering measurable ROI and enabling data-driven decisions that maximize workforce investments

Knomee

Founder: Marla Sofer

Fintech/Wealth Management SaaS

Market Position Statement:

For wealth managers aiming to deepen client relationships and drive retention, Knomee is the behavioral-finance based client discovery platform because it delivers actionable insights that accelerate onboarding, personalize engagement, and ensure long-term client loyalty through scalable, value-aligned interactions

Velexa

Founder: Tamara Kostova

Embedded investing FinTech SaaS

Market Position Statement:

For financial institutions and fintech innovators seeking to launch or enhance investing services, Velexa is the most comprehensive embedded investing platform because it enables seamless integration of 500,000+ assets, rapid go-to-market, and a fully brandable, modular solution that democratizes wealth management for all customer segments



Market Positioning Analyzer™

Receive free weekly tools:
aforceforgood.biz/weekly-tool

Build Your Positioning Matrix

Explore Your Brand Identity

Articulate Market Differentiation

Declare Your Company Promise

Craft your Position Statement



Market Positioning Analyzer™

Part 1 – Craft Your Position Matrix

1. Focus first on the Purpose of your company:
 1. Core Purpose
 2. 100-Year Vision
 3. 10-Year Impact Goal
 4. Core Values
2. Identify Your Market. WHO is your market and WHAT is the primary problem you help them overcome?
3. Identify Three Core Competitors. List the main competitors in your market.

Market Positioning Analyzer™



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
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.

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Part 1 – Craft Your Position Matrix, Cntd.

4. **Choose Matrix Dimensions.** Evaluate each competitor based on two dimensions you choose. (e.g. Price and Quality)

- Price vs. Quality
- Customer Size vs. Specific Benefit
- Innovation vs. Reliability
- Customer Experience vs. Operational Efficiency
- Specialized Solution vs. Market Segments Served
- Brand Prestige vs Accessibility
- Speed to Value vs. Depth of Impact





Market Positioning Analyzer™

Part 1 – Craft Your Position Matrix, Cntd.

- 5. Plot Competitors.** Place each competitor on the matrix according to their position in the market.
- 6. Analyze Your Position.** Identify where you fit currently, or choose where you would like to fit.





Market Positioning Analyzer™

Part 2 – Explore Your Brand Identity

1. What is your brand personality?
2. How do you want customers to feel
3. What makes your brand different from your competitors?
 - “Unlike others in our space, we _____.”

Your brand is what people say about your company, when you’re not in the room.

Market Positioning Analyzer™ 

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.

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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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Part 2 – Explore Your Brand Identity

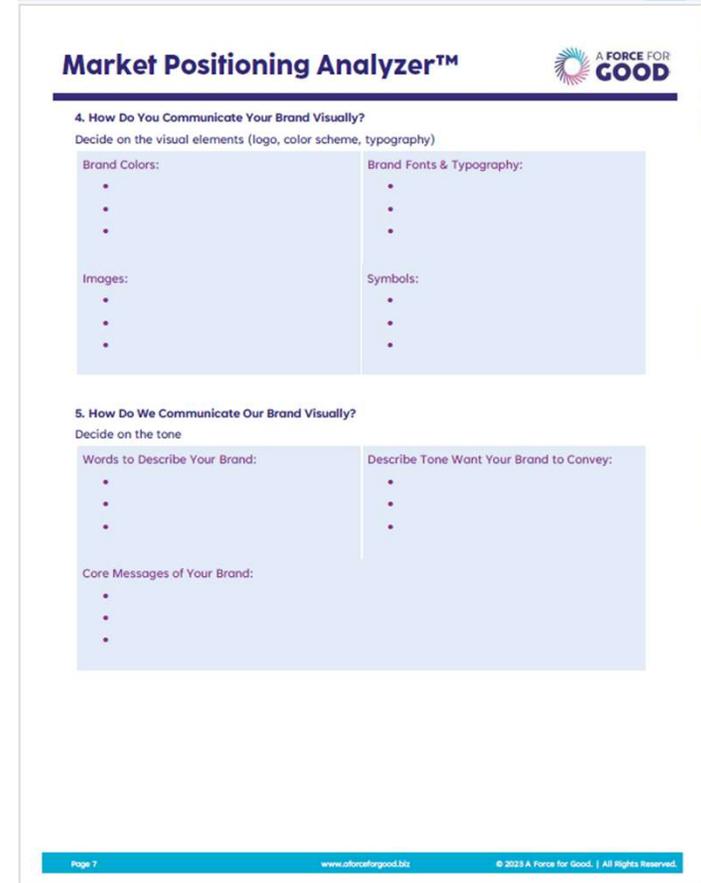
4. How do you communicate your brand visually?

- Brand colors
- Fonts & Typography
- Images
- Symbols

5. How do you describe your brand?

- 3 words to describe your brand.
- 3 words to describe the tone of your brand
- 3 core messages of your brand

**Your brand is what people say about your company,
when you're not in the room.**



Market Positioning Analyzer™ 

4. How Do You Communicate Your Brand Visually?
Decide on the visual elements (logo, color scheme, typography)

Brand Colors: <ul style="list-style-type: none">•••	Brand Fonts & Typography: <ul style="list-style-type: none">•••
Images: <ul style="list-style-type: none">•••	Symbols: <ul style="list-style-type: none">•••

5. How Do We Communicate Our Brand Visually?
Decide on the tone

Words to Describe Your Brand: <ul style="list-style-type: none">•••	Describe Tone Want Your Brand to Convey: <ul style="list-style-type: none">•••
Core Messages of Your Brand: <ul style="list-style-type: none">•••	

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Market Positioning Analyzer™

Part 3 – Articulate Market Differentiation

1. What unique features do your products/services offer?
2. How does your customer experience stand out?
3. What market needs are you addressing that others aren't?
4. How does your company's expertise and knowledge position you differently?

Your brand is what people say about your company, when you're not in the room.

Market Positioning Analyzer™ 

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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Market Positioning Analyzer™

Part 4 – Declare Company Promise

A **Company Promise** is your clearest, most compelling commitment to your customer. It is the value you consistently deliver, the urgent problem you solve, and the distinctive advantage you bring—all distilled into a promise your audience can trust and remember.

1. What is the Primary Urgent & Important Problem Your Company Solves?
2. What do your customers value most?
3. What is the unique strength of your company?
4. How does your company impact customer's lives?

Market Positioning Analyzer™



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.

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Market Positioning Analyzer™

Part 4 – Declare Company Promise, Cntd.

5. What is the Single Most Important Promise Your Company Is Committed to Delivering—Consistently, Confidently, and Without Compromise?
6. Why Should Customer Believe Our Promise? What is the evidence or reasons for customers to trust your promise?

What promise are you willing to guarantee with your whole brand?

Market Positioning Analyzer™ 

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.

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Market Positioning Analyzer™

Part 5 – Craft Your Position Statement

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

For [Target Audience],
[Company] promises to
[Single Most Important Promise]
because [Evidence that Supports the Promise].

Market Positioning Analyzer™



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Market Positioning Analyzer™



Draft your Position Statement Below.

Position Statement

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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.



Pause to Acknowledge Wisdom

New Clarity, Deeper Knowing. Practical Power.

1. What did you realize about your company's unique space in the market that you hadn't named before?
2. What insight felt like a turning point—a sentence, moment, or truth that shifted your perspective?
3. Where were you dimming your brilliance—and how are you ready to stand more boldly in your difference?
4. What language or clarity emerged that you're excited to share with your team, customers, or investors?
5. What promise or truth now feels non-negotiable—something your company must own, protect, and lead with?

**When you speak from your center,
your message finds its mark.**



Update Your 4-Page Growth Plan

Insert Who They Are, What They Need, and Market Positioning



FFG 4-Page Growth Plan™ (4PGP)
 A living, breathing reminder of what is most important for growth.

KNOW YOUR PURPOSE.

Inception Story

Core Purpose 100-Year Company Vision

10-Year Impact Goal Core Values

KNOW WHO YOU SERVE.

Total Available Market Serviceable Addressable Market Serviceable Obtainable Market

Authentic Customer + Offering

Who They Are	What They Need	WHO+WHAT Statement	Why – Trend & Triggers
What You Offer	Core Competitiveness	Position Statement	Chosen Area of Expertise
3 Feelings to Cultivate	Impact Mantras		Performance Improvements

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High-Leverage Habits

- **What Are High-Leverage Habits?** High-Leverage Habits are a consistent behaviors that creates exponential impact over time.
- What tiny-mighty habit could you begin this week to keep your Market Position top of mind and in motion?
 - Start every Monday by reviewing your Positioning Statement with your leadership team.
 - Build a weekly LinkedIn post around one sentence from your Company Promise.
 - Host a 15-minute Friday recap with your team to identify where your messaging aligned or drifted with your Position Statement.
 - Create a shared “Promise Wins” channel in Slack to celebrate moments when your brand stood tall.

Choose one
**HIGH-
LEVERAGE
HABIT**
you will start this
week.



Identify High-Potency Action

- **What is a High-Potency Action?** – High-Potency Actions are one-time, high-impact move that translates clarity into momentum. It’s a bold step that signals change, ignites progress, or removes friction fast.
- What bold action could you take in the next 7 days to put your Market Positioning to work?
 - Update your website homepage to reflect your new Position Statement.
 - Rewrite your sales pitch opening line to speak directly to your Company Promise.
 - Add your Company Promise to five pieces of your company collateral.
 - Host a feedback session with 3 trusted customers to validate your unique position and promise.
 - Train your team on how to describe your company in one clear sentence: Position Statement.

Choose one
**HIGH-POTENCY
ACTION**
you will take this
week.



What We Did Today ✨

- Defined one Core Growth Element: **Market Position Statement**
- Learned how to use the Market Positioning Analyzer™
- Integrated them into 4-Page Growth Plan™
- Identified a High-Leverage Habit
- Committed to a High-Potency Action

*You did something powerful today.
You clarified the promise only your company can fill.*



A FORCE FOR
GOOD

The Book

- Learn more about the Market Positioning and Market Positioning Analyzer™ in **Chapter 6**
- Purchase the book and gain access to receive the **Force for Good ToolKit™**.
- Instructions for each tool.
- The full Force for Good System™

aforceforgood.biz/book





Force for Good Tool of the Week

- Every week we launch a new tool and masterclass.
- Get the recording and links by signing up.

aforceforgood.biz/weekly-tool



Growth Accelerator

- Install the full Force for Good System™
- Install the system of propelling exponential, high-impact growth into your company.
- 12-Module Online System.
- Videos, tools, assessments.
- Alone or with your team.
- Tiered pricing starting at \$599.

aforceforgood.biz/accelerator



Thank you!

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