

Not for Everyone _ And That _s the Point!

[00:00:00] Welcome everyone. It's my honor to be with you. Today we're talking about positioning for power and profit using the Market Positioning Analyzer(TM). It is super fun and exciting to be with you. I welcome you in as we explore one of the important core growth elements, the idea of having a clear Position Statement that you can use to grow your company.

Do you feel like your company is doing great work, but being overlooked or misunderstood by customers? Are you blending in with competitors when you know your offer is actually stronger, smarter, or even more meaningful, is your team unclear or inconsistent when they describe your company and what you do [00:01:00] and why you do it?

Would you love to finally, as a brand and as a company claim the powerful, distinctive position in your market that builds loyalty, attracts ideal customers, and increases your company value? This is why we're here today.

Market positioning is the image or identity of a brand in the target consumer's mind relative to competitors. Positioning is here to differentiate your company, your offerings from competitors in a way that builds preference for your brand among coveted target prospects and customers.

The ultimate goal of market positioning is to occupy a distinct and valued place in a target customer's mind. the whole idea is for your company to be [00:02:00] seen as distinct, desirable, and different.

Today we are building on the idea of having a flywheel for your company. A growth flywheel. So every concept we talk about in each masterclass is on one of the core growth elements. Today's is the positioning statement, one of the legs of the flywheel. And we're going to use the Market Positioning Analyzer(TM), which you can download from aforceforgood.biz/weekly-tools.

Why define market positioning?

It creates clarity for everyone in your company. When you have a market position, it creates deep clarity about where you stand, what you're building.

Second thing is it sharpens your competitive edge. Positioning helps you differentiate, not just describe your offering. [00:03:00] In a crowded market, being good isn't enough. You need to be different in a way that matters to your ideal customer. Positioning defines what makes you uniquely valuable and hard to replace.

The third reason you need market positioning is it strengthens customer preference and loyalty towards your brand. When customers see themselves reflected in your brand and understand why your solution is built for them, they're far more likely to buy, stay, and reorders.

A marketing positioning statement aligns your team around growth. When positioning is clear every department, whether it's product, sales, marketing, or operations, or even finance, can make faster, smarter decisions that supports the same strategic intent.

It removes the [00:04:00] friction and replaces it with shared conviction. It boosts the effectiveness of your marketing and sales. Without strong positioning, every great campaign falls flat. You can do all kinds of emails, socials, events, but if your positioning is off, it's not going to be high converting.

The sixth reason for market positioning is it increases your company's perceived value. Strong positioning builds brand equity. It's one of the key reasons customers will pay more, investors will lean in, and talent will want to join you. It transforms your offering from a commodity into a category of one.

Finally, the seventh reason why market positioning is important is it makes future decisions faster and easier. [00:05:00] Should we change this feature? Should we target this segment? Positioning provides a filter for decision making. It keeps your company focused on what matters and protects you from shiny object syndrome.

Let's move on to the next topic which is, where does this fit on the 4-Page Growth Plan(TM)?

The 4-Page Growth Plan(TM) is a business plan. It's plan that covers everything over the next 10 years, which is kind of extraordinary. And don't worry if you think feel like 10 years is too much, the focus is really on helping you decide every day what to do.

It's for you, the founder, or you the marketing leader, but for everybody on your team too.

The first page of the 4-Page Growth Plan(TM), the top section is on Know Your Purpose. The bottom section of page one and the second page are dedicated to [00:06:00] knowing who you serve. And the Position Statement, you can see it right there on page two, three quarters of the way down. That's what we are focusing on today.

By uncovering your market position in four ways, positioning through contrast, brand identity, making a promise to your customer, and building a Position Statement. We're focused on becoming distinct, desirable, and different .

Position through contrast, can relate to a lot of factors.

Position through contrast. What level of quality, what price. Think about your market. Where do you fit? What are the brands known for being super high quality, and what are the ones that are what known for being less quality? More of the value option? Which are priced high and which are priced low.

Your company might be focused on selling directly to customers or only business to business. So there's also that contrast. So [00:07:00] that's a contrast.

Also who you sell to in terms of the size of the companies you serve. Might be solo entrepreneurs, micro businesses, mid-sized companies, or enterprise sized companies, right? It might be residential versus commercial.

Consider how your brand contrasts with other options in your market.

By finding where the contrast lives, you'll own the place that is meant to be for your business.

So we're going to create a positioning matrix for your company, and you're going to plot competitors along with you. And one of the ways to plot is where you have price along the x axis, the lower axis, and quality along the upper axis, the Y axis, and we are able to compare in quadrant one, lower quality, low price-- to those in quadrant three, higher quality, higher price. And so the positioning [00:08:00] matrix, we're going to walk through the Market Position Analyzer(TM) today and you're going to build this. It's a visual snapshot of how your company stacks up against others there isn't necessarily a better position to be in. It's just knowing which position to own. The only place I would say you don't want to be is in quadrant four low quality, high price. It's a very difficult

place to be, right? So you don't want to live there. You want to live in quadrants one, two, and three. And we're going to go through and describe what each one of those quadrants represents.

Think about companies in your market, and think about which ones are on the lower price. For lower quality, right? So you might find something down there, so captures price sensitive customers looking for most affordable isn't as particular about quality enables high [00:09:00] volume sales due to low price points and reduces production costs, focusing on basic functionality.

The second quadrant is low quality, high price. This captures price sensitive customers looking for affordable options enables high volume sales and reduces production costs, and focusing on basic functionality.

Quadrant three is high quality, high price. It enhances brand prestige and exclusivity. It attracts affluent customers who want to pay more and achieves higher profit margins per sale.

Think about where you fit.

Okay, look at the position matrix, you can choose, do I want to be the high end leader? That's top right hand corner. That's the high quality, high price. So some examples are Apple, Rolex, Tesla, right?

Do you want to be the best [00:10:00] value? And that's where you get the ikea's, the Hondas, the Uniqulos.

Or you want to be a niche specialist? This is where you have high quality, low price. This is companies like Trader Joe's Warby Parker and Everlane.

Then you have budget options. Lower quality or service, lower price. Dollar Tree. Spirit Airlines, ZTE phones.

These are all ways to think about the position in the market. So start to plot out in your mind or on paper where your company sits and the other players serving the same customer.

Okay, so now we're going to move on from positioning through contrast to talking about positioning through brand identity.

These are some of the concepts that you would think of if you were talking to your marketing or PR [00:11:00] professional. It's the visual and emotional impression that your brand makes on consumers.

By intentionally choosing a brand identity that resonates you build connection, trust, and understanding with your target market. So the way you do this is by what colors you're choosing. What fonts you choose, the typography you choose, which images you use, and which symbols.

My own brand A Force for Good. It's intentional for women, but not to scare away men. The font is powerful and strong not feminine. The primary color is dark purple. Feminine, but also masculine business oriented and trust-based. We use a lot of blues because too much pink is not going to resonate with our total market.

So then we also speak through core messages, tone and words.

The [00:12:00] words and choices you use. The elevated language or if you intend to be funny or crispy or snarky-- all of that conveys the type of brand that you are and who your target market is.

Your market position is not just what you say, it's what you embody in all of your content, all of your collateral, all of your messages.

So the next piece here is the way we make a promise. So part of our market positioning is that we make a specific promise to our market.

A company promise is your clearest, most compelling commitment to your customer. We have a core purpose, which is the fundamental reason why your company exists. The purpose, this is different. This is a promise you consistently [00:13:00] deliver. Or problem you solve. The distinctive advantage you bring into a single promise that your audience believes, trusts and can remember. It's not a tagline or a mission statement. It's a strategic declaration that answers the simple question, why should your ideal customer choose you? What is it that you're promising them they know they're going to get? What is it your customers know they're going to get from you?

Then we build it all together in a Position Statement. A Position Statement is a declaration that summarizes a unique brand's value and promise to the market.

Use this Madlib as a starting point. Name your target audience, your company, input the single most important promise, your [00:14:00] company promise,

because evidence that supports the promise. So your market position is a sacred agreement between your truth and your audience.

Insert that promise and that agreement into your market Position Statement. And every time you speak it, every time a member of your team speaks it, it becomes your word. It becomes your truth. So let's talk about some examples.

So Laura Health, founded by Martina Janeckova, is a digital health platform. Their market Position Statement is for medical practices seeking to improve patient outcomes and profitability. Laura Health is, the all in one remote patient monitoring and telehealth platform. It [00:15:00] automates care delivery, maximizes reimbursements, and enables scalable high quality care without additional staff or visits. That's one example.

Let's move on to another example. Let's look at, these are all, and by the way, these are all SaaS companies. And they're all feeding different markets, and they sound completely different because their target audience is different, their promise is different, and the evidence that they use to support the promise is different.

The second example is a company called ActivTrak, a workforce analysis company, for enterprise leaders and operations managers. ActivTrak is the, here's the Promise, Essential Workforce Optimization platform, and here's the evidence, because it unifies product productivity, compliance, and [00:16:00] workforce planning analytics, delivering measurable ROI, and enabling data-driven decisions that maximize workforce investments.

These are two examples. We're going to go onto the next slide to work on your position. Pull out the Market Positioning Analyzer(TM). You can get it at aforceforgood.biz/weekly-tool. It's free until June 8th.

Until then you have access. We're going to walk through the steps. We're going to build your position matrix, explore your brand identity, fonts, emotions . Articulate what makes you different. Declare your company Promise, and craft your Position Statement.

Let's go straight into part one, Craft Your Position Matrix.. To get focused on what matters begin by giving your energy [00:17:00] towards writing down your core purpose, your 100 year vision, your 10-year impact goal, and your core values.

So bring those to mind. Having that strategic information top of mind is essential. There are masterclasses and tools for core growth elements, core purpose, 100 year vision, impact, goal and core values.

Or you can write down whatever feels right to you. Next identify your market. This is the WHO+WHAT Statement(TM). There is a tool for that. Then identify your Three Core Competitors. There's also a tool for that.

This is giving you a little bit of the soil in which to plant the seed of your position matrix, and your Marketing Position Statement.

Next choose your matrix dimensions. So here's where you have your matrix, and on the X you [00:18:00] have price. And on the y you have perceived quality. But you might decide that you want to change that . You might have, customer size, like solo entrepreneurs, small, medium sized business and enterprise could be, you know, the x axis.

It could be innovation versus reliability. Customer experience versus operational strategy. Think about what elements are most prized by your customer? How does your customer think about you and your market? And what are the qualities that they use to assess whether they want to work with you? Some companies are super cutting edge, innovative and others are more traditional legacy. You could put that on the X axis. And then reliability could be your, your Y axis. So consistent proven results to unpredictable or untested. That could be one way to find your [00:19:00] position. Customer experience versus operational efficiency. On one level you have a high touch, personalized customer experience, on the one side of the X axis, and the other is more self-service, transactional, do it yourself. Some customers are happy with self-service others want bespoke.

Another axis compared to customer experience is operational efficiency. Streamlined tech enabled versus manual and resource heavy. So it's good for SaaS companies, healthcare companies, service-based companies.

You might look at specialization versus breadth. Some companies are niche focused. You might have competitors, or you might be someone who only works with a particular market or only works with a particular small part of a bigger need for solutions. You could be not in the CRM space, but in the email marketing space, [00:20:00] right?

Identify the specialization versus industry, focus and where you fit.

Characterize your market create a plot of two extremes, the X and Y, and write down your top three, four, or five customers and yourself.

Where do you fit in that picture? Start to see what that picture looks like. As you plot out your competition, you plot out yourself.

You've plotted your competitors.

And now explore your brand identity. What is your brand personality?

Bold and edgy. Think Nike.

Warm and empowering. Think Dove.

Sophisticated and high-end. Think Chanel.

Playful and curious. Think MailChimp.

So pick three adjectives that describe your brand's [00:21:00] personality.

Number two, how do you want customers to feel. This is about emotional resonance. What's the emotional outcome of working with us? What's the emotional outcome your customers will feel?

Do you want your customers to feel confident inspired relieved supported, seen, understood, and empowered.

Think about what you would like them to feel.

And then what makes your brand different from competitors? Focus on approach, philosophy, depth of service, tone, culture outcomes.

So think about where you fit. Brand identity is the soul of your positioning. Get this clear and everything else will align. Your messaging, visuals, pricing, and sales. Great.

Now we ask about elements of your visual [00:22:00] brand. How do you communicate your brand visually? What are your brand colors? Write down what that is. And then I encourage you to go and see the psychographics of those colors?

What does that communicate? What are the fonts you're using? And look to see, is it a serif font? Is it, is it a sans serif font? Is it calligraphy? Human writing? All of these communicate different things to the market. So a serif font often signals heritage and sophistication.

A serif font has little hooks on the end of the letters whereas the sans serif just has very modern letters. A sans serif font leans modern and minimalist. A script font might signal creativity, or approachability.

Also, what are the images that you use? People, landscapes, symbols.

Is it mechanical? Do you use things that are hand drawn? [00:23:00] Within the Force for Good brand. The choice of using a flywheel, and making the logo part of the flywheel, is very intentional.

We like all our images on socials are emotional. Meant to be emotional. So I always talk to my social media team about not just what are the words on the page that we're saying, but what's the emotion behind it. So don't create an image that looks like the mechanics.

Take, create an image that looks like the feeling. And then, so for another company, they would want it to look very mechanical because that would be their brand. Brand positioning. So think about what your images are, what symbols are for you, and how you would describe your brand. So describe your brand in three words.

What would be your brand? Three words. These are traits, how your brand shows up. Example might be empowering, clear, [00:24:00] visionary. Think of distinctive adjectives. Also think of three words that describe the tone of your brand.

This is the voice or flavor of your communication. So this would be like when you're talking to your marketing person and saying, this is the tone, this is the energy that I want to communicate. This is the voice we want to convey. When you're writing for, for example, it could be warm wise, energizing, bold, professional, technical, analytical, friendly, honest, encouraging,

funny, smart. What is your energy? What is that tone? Three core messages? Recurring truths that you want your audience to believe? And so for, you know, in, here, the force for good. We, we certainly talk about women led business deserve to scale with profit and purpose.

Your difference is your great [00:25:00] advantage and you don't have to do this alone. What are those messages for your company? Think about all aspects of your brand so that you can delve into your position.

Now we're going to think about your differentiation. So the this first question is what you unique features to your products and services offer? What are those distinct features? The differentiators, this is the tangible differences in what you deliver. Think, functionality, structure, accessibility, customization, pricing, model.

Integrations, speed or results. Examples might be our onboarding process gets clients fully launched in 48 hours, others take weeks. We use a tiered subscription that scales automatically [00:26:00] with client usage. Most competitors have static plans. Our platform includes AI driven insights tailored to women led teams, something no one else is offering.

So here how that sounds. Go beyond. We care more or work harder. Be specific. These are your unique features of your products and services. Next, think about differentiation. How does your customer experience stand out? Customer experience is a huge differentiator, especially in service, tech and healthcare.

Consider each touch point along the customer journey. Onboarding, support, follow up user education, delivery, speed packaging, relationship building. Think about all those moments with your customer, [00:27:00] how those interactions occur. Is it with technology? Is it with a person? Does the person come to you?

Is the person in the office how? What are the, what does that look like? So some examples about how your customer experience might stand out is we assign every client a dedicated strategist, not rotating, not a rotating account manager. Our clients never have to chase us. We guarantee a 24 hour response time.

We host monthly CEO round tables for clients to connect and grow with each other. So these are some ways you can separate yourself from your competition. The next question is, what market needs are you addressing that others are not? This is where you name the gaps your competitors ignore and why these [00:28:00] places matter.

Think about what frustrations, unmet needs, or underserved audiences you serve best. In my home health business, we had a unique part of our operations, we did not just a. Patient care plan, but we also did a care P plan that talked about the personal needs of the home, the family, and the patient.

And so, and we would go, before we ever start to nurse up, we would send somebody out specifically to look at what the curated care plan would be. And so this included all kinds of preferences about the home and, and what, what needed to happen. And this is because having, people come and go outta your house can be very uncomfortable if it's happening all the time.

Other agencies have, were not doing this at [00:29:00] all. So this was this curated care plan that we constantly were updating and making sure that we were really meeting the, the desires of the home were being met. So here are some other examples. We support post exit founders launching their second venture.

Most platforms focus on first time founders. We make sustainability practice for small business, not just large enterprises with big budgets. We provide fractional service for growth stage companies that can't afford full-time hires. These are ways to differentiate yourself.

How does your company's expertise and knowledge position you differently? Focus on the depth of your insight. Here we go. Sorry about this. I'm off. Went a few pages forward here. Okay, here we are. Right place now. All right. So how does your company's expertise and knowledge posi [00:30:00] position you differently?

You're looking at your story, your earned wisdom. Your lived experience, and this can be of you, the founder, it can be a view of your team, the people in the business that have created your technology, the scientists or or engineers who were part of it. What made this special or unique, or is it particular about how you gathered all of the, the content?

Was it built and acquired through multiple people? Think about what perspective do you bring, does your company bring that others cannot replicate? What do you know that shifts the outcome for your customers? So examples, our team includes healthcare operators, not just consultants, which means we've lived the problems our clients are solving.

We've scaled three eight figure companies ourselves. So we teach from direct experience, not theory. [00:31:00] As a founder of color, I understand the cultural context and systemic challenges, these are ways you can place your knowledge and experience as part of what separates you from the competition.

So write down a few bullet bullets on this question. Question number four, to help you understand how your knowledge helps you stand out. Capture which differentiators make your dream clients say, finally, someone who gets it.

So look and see where is it most important for you to be unique and different? Where are you solving their. Big problem. We're showing up in a particular way that will make all the difference. And this is your key distri differentiator. All right, so going on to the next piece here.

Part four of the Market Positioning Analyzer(TM), a [00:32:00] Company Promise. All right, so Company Promise is your clearest, most compelling commitment to your customer. Think about that. It's the value you consistently deliver, the urgent problem you solve, and the distinctive advantage you bring distilled into a promise to your audience.

Start with the primary urgent problem your company solves? We talked a little bit about that on the who, what analyzer. That's a another worksheet, another tool we use. If you didn't do that exercise, no worries. Just write down what's this primary, urgent, and important problem that is so important, most important to your customers, and then what do your customers value the most?

Think about their values? So this isn't just what you give, [00:33:00] it's what they care most about and how you deliver it. So this was a big part of the Illumine package. It was, you know, everybody was, deser was providing nursing care. But how we did it in this remarkable care way, where we had a curated care plan and we found out how people wanted everything done in their homes how, they wanted to be spoken to and when

so the examples could be they want speed without sacrificing quality. They care about being seen, understood, and empowered. Not just served. They've value, personalize, guidance over one size fits all advice. They want ease, trust, and expert support without handholding. So what makes them choose you over the other [00:34:00] companies?

Next the question becomes, what is the unique strength of your company? This is what you do better than anyone else. It could be your approach, your team, your depth of knowledge, your tech, your lived experience. It could be we combine deep industry expertise with emotional intelligence.

Rare in our space, our proprietary framework turns abstract vision into practical execution. Our founder has built and exited three companies. Our advice isn't

theoretical. What is that unique strength of your company? How does your company impact customers lives? Look for both tangible and emotional results.

Think confidence, clarity, and wisdom. So I. What are those impacts? We give founders their time back and their energy. Our clients leave with a career strategy and self-belief to execute it. We help teams [00:35:00] communicate better, grow faster, reduce turnover. What is it that your brand is delivering to customers?

How does your company impact customers' lives? And then we can begin to answer the question. Question number five, which you're going to find on the next page. What is the single most important promise? This is where you ask yourself, what is the single most important promise your company is committed to delivering consistently, confidently, and without compromise.

This is the commitment you stake your reputation on. Your promise should be. Specific, have a high value outcome. Be believable and achievable, bold, but not inflated, emotionally resonant, and strategically smart. We promised to help women founders scale their [00:36:00] companies with clarity, profitability, and freedom without burning out.

Think about your big promise to your customer? What are you willing to guarantee with your brand? Every time. Write down that promise this becomes your company promise. Next why should your customer believe in this promise?

This is where trust is built. If your promise is the what, this is the how and why, evidence can come from your experience, results, credentials, methodology, values. Why should customers believe in your promise? You have experience with 500 customers across 12 industries.

Your clients re reduce churn by 40%, six months. It could be whatever. Our team has scaled and exited certain number of companies themselves. We use a proven and [00:37:00] proprietary framework. We don't just say we build trust through transparency, follow through and care. We've been given five stars through the Medicare CMS guidance system, whatever, whatever it is that will help to say that, yes, the promise you're making is the promise that you can deliver.

What promise are you going to deliver and how do you demonstrate that you are delivering it? And so now the last piece here is where we go on to develop your

Position Statement. So your Position Statement is the declaration of everything we just discussed. It's a declaration that summarizes your unique value.

Draft it now. Write your target audience. The specific market you serve.

Write comma. Your company name, [00:38:00] promises to, then your single most important promise, for your target audience. Our company promises this because, and then the evidence that shows you can support this promise?

This is your Position Statement, grounded in all that context. You thought about your visual brand, brand positioning, where you fit against your competitors, right? What your promise is, what your customer needs. So this is all grounded. Core purpose, core values, long-term goals, a hundred year vision.

All of this is now here with this statement. Congratulations.

Add it to your 4-Page Growth Plan(TM). notice that this is going to help you be distinct, desirable, and different.

And now just [00:39:00] acknowledge yourself. You've created clarity, knowing, and power.

What did you realize about your company's unique space in the market? What did you reveal about the market that you didn't know? What insight felt like a turning point? Maybe there was a sentence, a moment, a truth that shifted your perspective. How are you ready to stand more boldly? What language or clarity emerged that you're excited to share with your team, customers, investors?

And what promise or truth now feels non-negotiable? What's that promise that your company must own, protect and lead with?

When you speak from your [00:40:00] center, the message finds its mark.

Put this Position Statement onto your 4-Page Growth Plan(TM). Every week we come back to it. Fine tune it. Put it into action. Create a high leverage habit to help you every week. Every month. Do something that will put your market positioning top of mind. Something like every Monday, review your Position Statement with your leadership team. Build a weekly LinkedIn post around this company promise. Host a 15 minute Friday recap with your team to identify where your messaging aligned or drifted. Create a shared promise wins channel in slack to seller. Great moments when your brand stood tall [00:41:00] and

lived its promise. Pick one habit to implement. Add to the existing daily, weekly, monthly rituals you already have .

What about a high potency action? What about one action you can take that will really move things forward? Ignites progress, removes friction signals, change to your company? So what's a bold action you could take in the next seven days or even the next day?

Update your website homepage, rewrite your sales pitch, add your company promise to five pieces of collateral, host a feedback session with three customers to validate your unique position, train your team on how to describe your company in one clear sense, your Position Statement.

Host a training this Friday and bring in pizza or [00:42:00] sushi. Deliver your Position Statement.

Today you defined your position market statement. Looked at parts of your positioning, including your competition matrix.

You've looked at your brand in terms of the visual elements, the feelings of your brand, the messages and decided on a company promise. You did all this with the Market Positioning Analyzer(TM). You can use this tool again and again.

You integrated this into your 4-Page Growth Plan(TM). By adding that marketing positioning statement, you might now see other elements that you want to shift. You identified a single high leverage habit, and one action to do in the next seven days. So you did something powerful today, you clarified the promise only your company can fulfill.

Next pick up a copy of a force for good. The section on marketing positioning, is in chapter six. When you buy the book, you get the full [00:43:00] toolkit. You can get at aforceforgood.biz/book. Every week you can get access to a free tool. Just go to aforceforgood.biz/weekly-tool. Every week you can implement one tool at a time and every week your flywheel is just growing and spinning.

You can also sign up for the growth accelerator. To install the full system with you in 12 modules. And it has tiered pricing that starts at just \$599, depending on how much service and support you want. You can get it at aforceforgood.biz/accelerator.

Thank you for joining me today. Thank you for discovering where you and your company is meant to lead. Remember, the world is made better by women-led business.

Let's all go make the world a better [00:44:00] place.