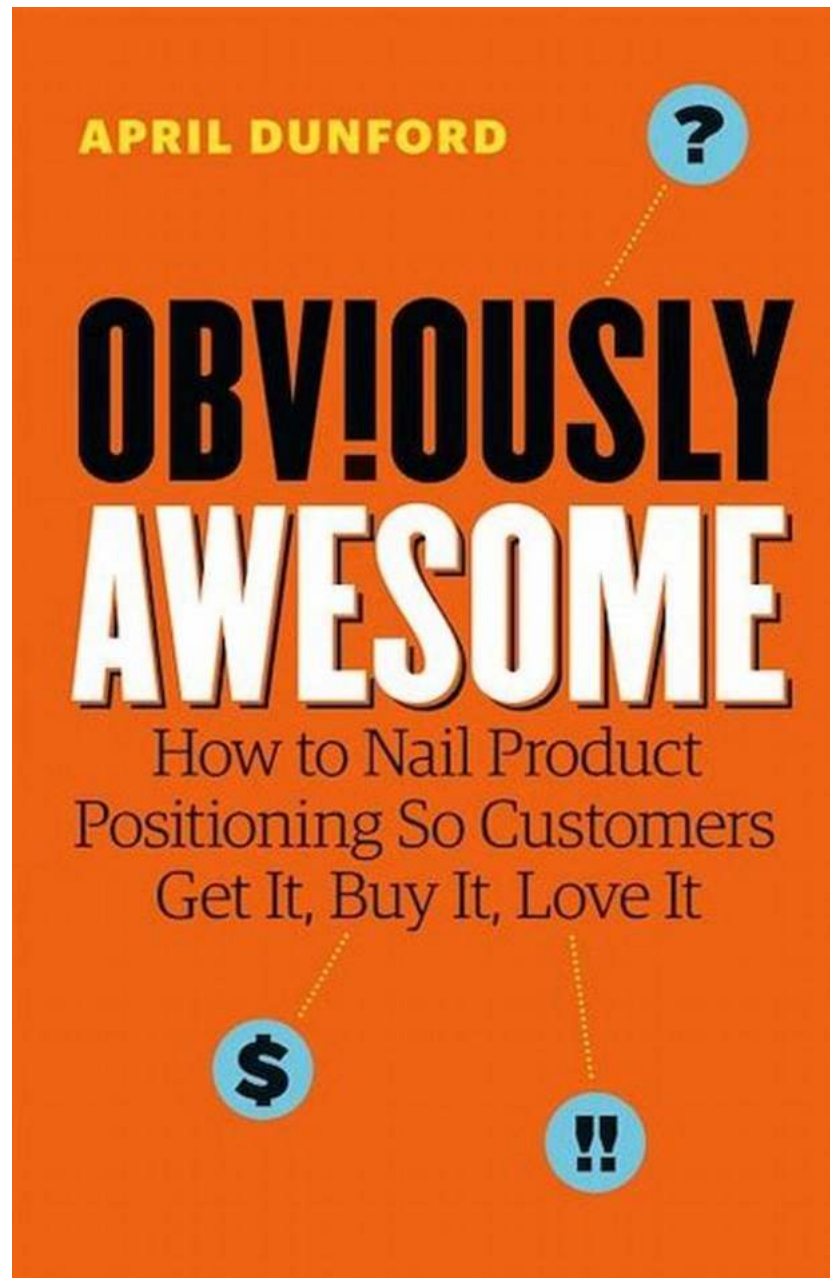
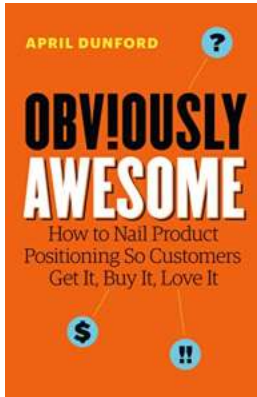


# The Ultimate Guide: How To Nail Product Positioning So Customers Get It, Buy It, Love It!



Welcome to the ultimate guide on how to nail product positioning! In today's competitive market, having a clear and effective product positioning strategy is

crucial for success. It's not just about having a great product; it's about how you present and communicate it to your target customers. In this guide, we will explore the key steps and strategies to ensure your customers not only get your product but also buy it and love it!



## Obviously Awesome: How to Nail Product Positioning so Customers Get It, Buy It, Love It

by April Dunford (Kindle Edition)

★★★★☆ 4.6 out of 5

Language : English  
File size : 2092 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 204 pages  
Lending : Enabled



### What is Product Positioning?

Product positioning refers to how you position and differentiate your product in the minds of your target customers. It is the art of creating a unique and compelling value proposition that sets your product apart from competitors. Effective product positioning helps customers understand the benefits and unique features of your product, making it more appealing and desirable.

So, how can you nail product positioning? Let's dive into the key steps:

#### 1. Identify Your Target Market

The first step in nailing product positioning is to clearly identify your target market. Who are your ideal customers? What are their needs, preferences, and pain points? By understanding your target market, you can tailor your product positioning to specifically address their wants and desires.

### **Alt Attribute: Identify Your Target Market - Understanding Your Ideal Customers**

## **2. Define Your Unique Selling Proposition (USP)**

Your unique selling proposition is what sets your product apart from the competition. It is the key benefit or feature that makes your product unique and valuable to customers. To define your USP, ask yourself: What problem does my product solve? What makes it different and better than existing alternatives? Your USP should be clear, concise, and resonate with your target customers.

### **Alt Attribute: Define Your Unique Selling Proposition - Stand Out from Competitors**

## **3. Conduct Market Research**

Market research is vital to understand the current market landscape, customer preferences, and competitors. Analyze your target market, gather data, and identify customer trends and demands. This information will help you align your product positioning strategy to meet customer expectations and stay ahead of the competition.

### **Alt Attribute: Conduct Market Research - Gather Insights and Stay Ahead**

## **4. Craft a Compelling Value Proposition**

Your value proposition is a concise statement that highlights the value your product brings to customers. It should communicate the unique benefits and competitive advantages of your product, making it irresistible to your target market. Clearly articulate how your product solves their problems and fulfills their desires.

## **Alt Attribute: Craft a Compelling Value Proposition - Irresistible Benefits and Advantages**

### **5. Choose the Right Positioning Strategy**

There are various product positioning strategies you can adopt based on your target market and competitive landscape. Some common strategies include:

- **Price-based positioning:** Positioning your product as offering the best value for its price.
- **Quality-based positioning:** Positioning your product as high-quality and reliable.
- **Feature-based positioning:** Highlighting specific features or functionalities that differentiate your product.
- **Emotion-based positioning:** Appealing to customers' emotions and creating a strong emotional connection with your product.
- **Competitor-based positioning:** Positioning your product against a specific competitor, emphasizing its superiority.

Choose the positioning strategy that aligns with your product's unique attributes and resonates with your target market.

## **Alt Attribute: Choose the Right Positioning Strategy - Effective Strategies for Success**

### **6. Develop Clear and Consistent Messaging**

Once you have defined your positioning strategy, it is crucial to develop clear and consistent messaging across all your marketing channels. Your messaging should effectively communicate your USP, value proposition, and how your product solves customers' problems. Consistency in messaging builds trust and familiarity, making it easier for customers to understand and remember your product.

## **Alt Attribute: Develop Clear and Consistent Messaging - Communicate Effectively**

### **7. Test and Refine Your Product Positioning**

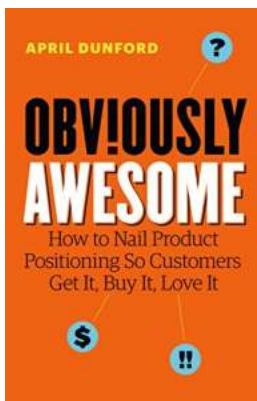
Product positioning is not a one-time task; it requires continuous testing and refinement. Gather feedback from customers, evaluate the effectiveness of your positioning strategy, and make necessary adjustments. Monitor market trends, competitor actions, and customer preferences to stay relevant and maintain a competitive edge.

## **Alt Attribute: Test and Refine Your Product Positioning - Stay Relevant and Competitive**

In today's competitive market, nailing product positioning is essential for success. By following the key steps outlined in this guide, you can create a compelling and differentiated product positioning strategy that makes your customers not only get your product but also buy it and love it. Remember, effective product positioning is a continuous process that requires ongoing evaluation and adjustment. Stay

attuned to your target market's needs, adapt to changes, and keep refining your product positioning to stay ahead of the competition.

Good luck and happy positioning!



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You know your product is awesome—but does anybody else? Forget everything you thought you knew about positioning. Successfully connecting your product

with consumers isn't a matter of following trends, comparing yourself to the competition or trying to attract the widest customer base.

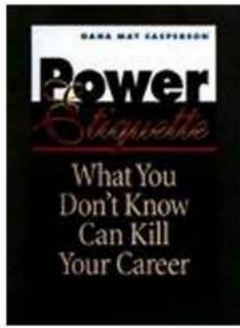
So what is it? April Dunford, positioning guru and tech exec, will enlighten you.

Her new book, *Obviously Awesome*, shows you how to find your product's "secret sauce"—and then sell that sauce to those who crave it. Having spent years as a startup executive (with 16 product launches under her belt) and a consultant (who's worked on dozens more), Dunford speaks with authority about breaking through the noise of a crowded market.

Punctuated with witty anecdotes and compelling case studies, Dunford's book is at once entertaining and illuminating. Among the invaluable lessons you'll learn are:

- The Five Components of Effective Positioning
- How to instantly connect an audience to your offering's value
- How to choose the best market for your products
- How to use three distinct styles of positioning to your advantage
- How to leverage market trends to help buyers understand why making a purchase is important right now

Whether you're an entrepreneur, marketer or salesperson struggling to bring inventive products to market, Dunford's insights will help you find your awesome, so that your customers can too.



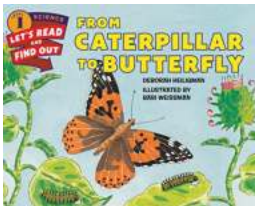
## What You Don't Know Can Kill Your Career

Imagine this: You've been working at the same job for several years now. You show up every day, do your work, and head home. You've become comfortable in your routine,...



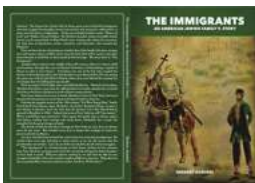
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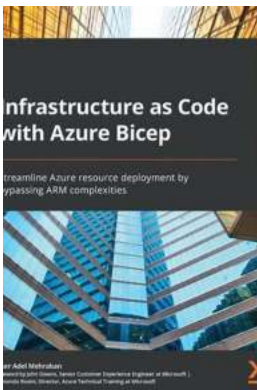
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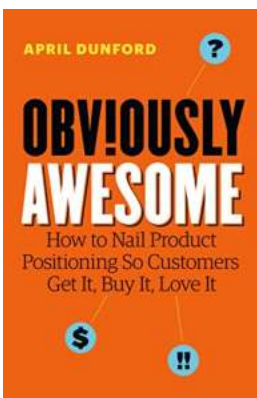
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