

10 QUESTIONS TO ASK YOURSELF_when positioning your brand

Over the years, we've found the answers to these questions have often become recommendations depending upon your brand's market opportunity. Have a peek, we think you'll find them helpful to your brand. When your ready, let's visit about your brand launch or brand reposition opportunity and then together we'll craft brand launch or brand reposition strategy and to-market plan.

1. Are you connecting the dots? Your customer will learn something new, directly relative to something they already comprehend, so your positioning must connect the dots.
2. What's the old idea that your product launch replaces? Associate your new idea with an old one, and your customer will understand your value proposition.
3. What's newsy about this product launch? Great positioning headlines are Have your ever launched your new position as compelling news to your customer?
4. What single benefit will your customer value most? Let's oversimplify this exact message, package it and launch your product on this message. You customer is lazy and assaulted with information, and simple messages are easier to comprehend effortlessly.
5. Is the big idea to launch your new product an obvious one? Believe it or not, the obvious ideas are often the big ideas. Whereby our client is wondering, now "why didn't I think of that." Obvious ideas are often great product launch ideas because they will be obvious to your customer as well.
6. Do you have a testimonial from 3rd partner reference-able authority? Your customers are followers, not leaders. Let's use this authoritative opinion to lead your customers to the right purchase decision.
7. Can we leverage any aspect of your brands heritage? Are there subtle differences between your product and your competitor's product? Sometimes that's the only difference for your product, so we must be certain you don't lose this difference too. Make your heritage valued.
8. Are you the first? The inventor? The creator? The original? If so, claim it. It is your heritage and no competitor can take this away from you. Are you trying to change your customers mind?
9. Are you trying to change your customers mind? To do so, we must eliminate a current belief or introduce a new belief. Otherwise, save your money, there is no chance in simply changing your customer's mind about you or your competition.
10. Does your one product, have one primary benefit carried by one message? Or are you launching a series of benefits carried about by multiple messages? The latter will confuse your customer when you launch this product message. It's a simple concept to launch one benefit with one message — the hardest part is getting all the stakeholder within your company to agree one what the primary benefit should be...

