



## **MODULE 1-2: MARKET POSITIONING EXERCISE**

### **KEY POINTS**

- Get a real sense of where you sit in your marketplace compared to your closest competitors

### **QUESTIONS TO CONSIDER**

- Who are you selling to?
- What are you selling?
- What are the problems you are solving?
- What is unique about you?

### **ACTION ITEMS**

- Get your pen and paper and write the answers out
- Write pros and cons of doing nothing (2 or 3 for each)
- Step back and choose the biggest pro and con for each competitor that is strong and attractive to your target audience