LAUNCH FRAMEWORK

LESSON THREE - POSITIONING

db.

YOUR PERFECT POSITIONING

Your *wisdom* and training.

Who you *want* to work with.

YOUR ***MUST-HAVE*** OFFER!

What your tribe *needs.*
(and is willing to pay for)

Power In Clarity

When someone lands on your website or landing page, **within the first 3-5 seconds** of being on your site, they should know:

- Who this is for (qualify)
- What it does (why)
- How it helps them (relevancy)

Make it about THEM. *What do they care about?*

What they care about you is **why you're qualified** to be the one that can help

Intimacy With Your Tribe

- Who were your favorite clients and students? Why?

- What was going on in their lives when they met you?

- What has shifted for them from working with you?

- Can you identify patterns around what had them take action?

- Is there a gap in the marketplace that needs your unique offering?

- Is what you are offering needed and wanted?

- What are their biggest dreams and desires?

Find The Meaningful Point

- Begin with the customer in mind. How are they hurting? How can **YOU** help?

- Positioning is about **trust, intuitive communication.**

- It's about relating (NOT convincing).

- What do they want? What do they **need**?

- Why are **you** the one to help them?

- What do they need to know about you and your work to **make the leap**?

Why Research Is Worth It

- Will help you learn new ways to serve your community.

- Will provide insight on how to position and price your offer.

- Will support you in tuning into what's wanted. New isn't always better and same isn't always needed.

- Will provide insight on market gaps (or saturation).

How To Approach It

1. **Survey:** Use a tool like Google Forms or WuFoo.

2. **1-1 Conversations:** Have 20 minute calls with 3 who are your ideal clients/students.

3. **Social Research:** Ask questions and poll in Facebook groups.

Next....

We will learn the difference between warm and cold traffic, why it matters and take our first look at lead building (because it's critical!)

WITH GRATITUDE

db.