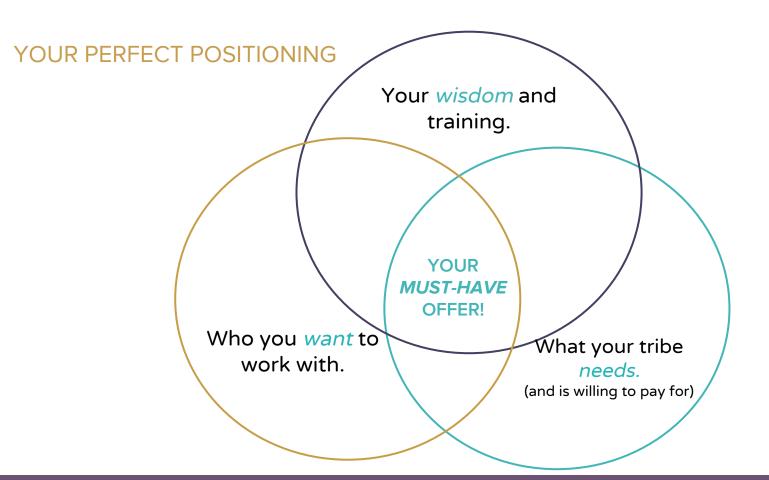


#### LAUNCH FRAMEWORK

**LESSON THREE - POSITIONING** 



## 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.
- 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

