

## # Positioning Form

### ## 1. From Analysis to Contrast

#### ### Contrast with the Market

- From the analysis of Module 1, what main contrast will you generate against the clichés of your industry?

Nothing

- Why does this contrast specifically benefit your client?

Because I think like that

#### ### Unique Elements Identified

- From your insights from Module 1, list your impossible/difficult to copy elements:

1. ez

2. hard

3. less hard

### ## 2. Current Market

#### ### Market Leaders

- Who are the top 3 leaders in your market?

1. Me

2. Opponent

3. IDK

#### ### Market Promises

- What do these leaders promise specifically?

1. Nothing

2. Smth

3. Text

### ### Delivery Reality

- What do they really deliver? (Be specific)

1. things

2. love

3. happiness

## ## 3. Your Current Position

### ### Perception

- How do your clients currently perceive you?

Good

- What do they say specifically about you vs the competition?

Good

### ### Current Credibility

- List your 3 strongest pieces of evidence:

1. Nothing

2. Love

3. Happiness

## ## 4. Your Difference

### ### Core Differentiation

- What do you do fundamentally differently? (Be specific)

Nothing

- Why is this relevant to your ideal client?

I think so

- How do you demonstrate this concretely?

Ez

### ### Benefits and Results

- What specific result do you deliver that you can prove?

Nothing

- What emotional benefit does this result generate?

Nothing

- What evidence do you have of these results?

Nothing

## ## 5. Client and Desire

### ### From the Previous Analysis

- What is your client's main desire with the most emotional weight?

Nothing

- What level of consciousness is your ideal client at?

Nothing

### ### Aspiration and Problem

- What specific aspiration do you help achieve?

Nothing

- What specific problem do you solve?

Nothing

## ## 6. Elements of Current Communication

### ### Existing Communication

- If you already have a positioning statement, what is it?

Nothing

- Do you use any stories or metaphors nowadays?

Nothing

### ### Main Channels

- Where do you mainly communicate your positioning?

1. Nothing

2. Nothing

3.

## ## 7. Initial Selection

### ### Type of Positioning

Based on all of the above, what type of positioning do you think best fits?

☐ The leader

### ### Justification

- Why do you choose this type? (Based on your previous answers)

Nothing

- What elements support it?

Nothing

## ## 8. Additional Information

### ### Important Context

- Are there any additional market elements we should consider?

Nothing

- Any unique aspects of your industry that impact ranking?

Nothing

### ### Restrictions

- Are there any specific limitations we should consider?

Nothing

- Are there elements that you cannot/should not communicate?

Nothing