

Step 3 - 7 Key Positioning Questions:

1. *Who* are you?
2. *What* business are you in?
3. *For whom*: What people do you serve?
4. *What need*: What are the special needs of the people you serve?
5. *Against whom*: With whom are you competing?
6. *What's different*: What makes you different from those competitors?
7. *So*: What *unique benefit* does a customer derive from your products and services?