Hypercontext

April Dunford's Product Positioning

In April Dunford's Obviously Awesome, she lays out a 10-step process for positioning your product effectively in the market.

☐ **1. Make a list of customers who love our product**

Summary: | Next Steps:
_____ | _____
_____ | _____
_____ | _____

☐ **2. Form a cross-functional positioning team**

Summary: | Next Steps:
_____ | _____
_____ | _____
_____ | _____

☐ **3. Align on positioning vocabulary and put aside positioning baggage**

Summary: | Next Steps:
_____ | _____
_____ | _____
_____ | _____

☐ **4. List your true competitive alternatives**

Summary: | Next Steps:
_____ | _____
_____ | _____
_____ | _____

☐ **5. Isolate unique attributes or features**

Summary: | Next Steps:
_____ | _____
_____ | _____
_____ | _____

☐ **6. Map the attributes to value themes**

Summary: | Next Steps:
_____ | _____
_____ | _____
_____ | _____

☐ **7. Determine who cares about your value themes**

Summary: | Next Steps:
_____ | _____
_____ | _____
_____ | _____

☐ **8. Find a market frame of reference that puts your strengths at the centre and determine how to position it**

Summary: | Next Steps:
_____ | _____

_____   _____
_____   _____

☐ **9. Layer on a trend**

Summary: Next Steps:

_____   _____
_____   _____
_____   _____

☐ **10. Capture positioning so it can be shared**

Summary: Next Steps:

_____   _____
_____   _____
_____   _____