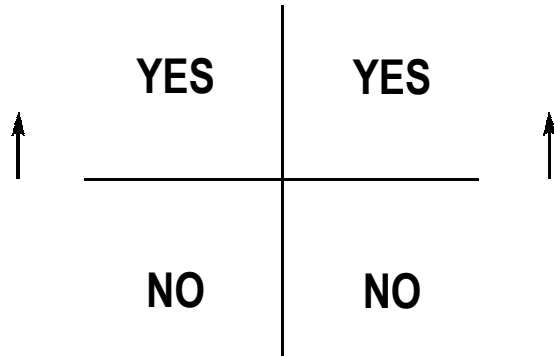


Message

STEP 4: Stay In Your Box

The _____ being answered determines the winner.



THE BOTTOM LINE ON POSITIONING

It's not a battle of who is _____,
it's a battle of who is _____.

Transition _____ Transition _____ Transition _____

“What most customers tell me...”

“At the end of the day what really counts here is...”

POWER POSITIONING
**How to Become
THE Choice Not
Just A Choice**

PRESENTED BY
MARK MONTINI



THE MESSAGE FORMULA

$$M = E \times C \times C \times C$$

MESSAGE _____

FOUR QUESTIONS YOU MUST ANSWER

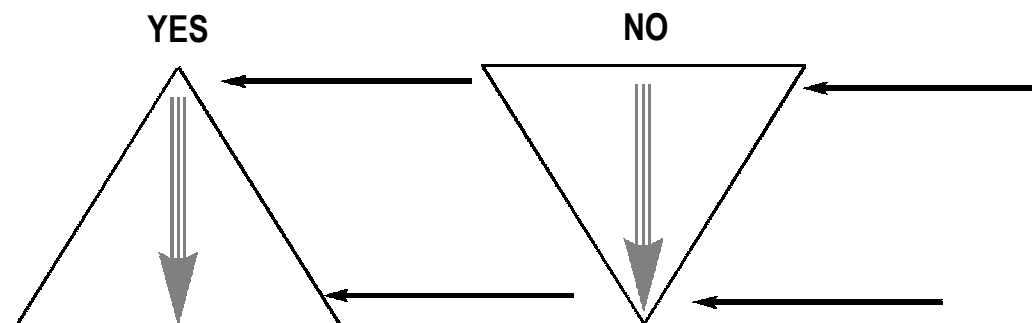
1. How do you want your costumers to _____?
2. How are you _____?
3. Why should your customers _____?
4. Why should your customers _____ you?

FOUR STEPS TO POWER POSITIONING

STEP 1: Identify Strengths and Weaknesses

YOU		THEM	
Strength	Weakness	Strength	Weakness

STEP 2: Turn Your Facts Into Images



STEP 3: Find Your Credible Contrasts

Two reasons people will buy your product:

Reason #1: They _____ you.

Reason #2: They _____ them.

