

DIFFERENTIAL & FOCUS

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START IN A NICHE

DON'T TRY TO ENGAGE EVERYONE.
NOT EVERYONE WILL BUY, SO NOT EVERY CENT
YOU SPEND WILL BE WORTH IT.

FOCUS ON A SMALLER GROUP OF PEOPLE
WHO ARE MOST LIKELY TO NEED YOU.

YOUR DIFFERENTIAL & FOCUS WILL HELP YOU
TO USE YOUR RESOURCES PROFITABLY.

IF YOUR NICHE WORKS
YOU CAN EXPAND LATER.

DIFFERENTIAL MATRIX & FOCUS

DIFFERENTIALS* (WHAT MAKES YOU DIFFERENT?)

WHO? WHO IS MOST LIKELY TO BENEFIT FROM YOUR PRODUCT / SERVICE?	WHEN? WHEN IS THE BEST TIME TO USE YOUR PRODUCT / SERVICE?
WHY? WHAT PROBLEM DOES YOUR PRODUCT / SERVICE SOLVE?	AGAINST WHO? WHO OFFERS A SIMILAR OR COMPETING PRODUCT / SERVICE?

POSITIONING STATEMENT*

A SIMPLE STATEMENT THAT SAYS WHO YOUR PRODUCT / SERVICE IS FOR, WHEN AND WHY?

EXCLUSIONS

WHO SHOULD NOT USE YOUR PRODUCT? (USE THIS TO CHECK THAT YOU ARE NOT MARKETING TO PEOPLE WHO WON'T BUY YOUR PRODUCT / SERVICE. SAVE YOURSELF MONEY.)

USE EASY LANGUAGE, NOT JARGON.
IF A 15-YEAR OLD CAN'T UNDERSTAND IT, YOU WON'T BE ABLE TO COMMUNICATE TO OTHERS IN YOUR MARKET.

*ADAPTED FROM
POSITIONING: THE BATTLE FOR YOUR MIND ¹
FOCUS: THE FUTURE OF YOUR COMPANY DEPENDS ON IT ²
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SAMPLE: A FAMILY RESTAURANT

DIFFERENTIALS

WHO? PARENTS OF PRE-TEEN CHILDREN WHO GIVE THEIR CHILDREN THE BEST THEY CAN AFFORD.	WHEN? THERE ISN'T ENOUGH TIME TO COOK HEALTHY FOOD AND / OR THE KIDS NEED A TREAT
WHY? GOOD FUN AND A HEALTHY MEAL FOR THE KIDS	AGAINST WHO? CONVENIENCE OUTLETS: KFC, STEERS, ROCO MAMA'S

POSITIONING STATEMENT

'ALLA FAMILIA RESTAURANT' GIVES QUALITY CONSCIOUS PARENTS AN OPPORTUNITY TO TREAT PRE-TEEN CHILDREN TO CONVENIENT, HEALTHY MEALS WITH A SIDE-ORDER OF EXCITEMENT & PLAY.

EXCLUSIONS

SOPHISTICATED ADULTS (FINE DINERS), PEOPLE WHO DON'T WANT KIDS AROUND, YOUTHS LOOKING FOR EXCITEMENT