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**

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Next Steps:

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

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Next Steps:

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

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Next Steps:

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

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Next Steps:

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

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Next Steps:

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

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Next Steps:

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

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Next Steps:

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

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With Hypercontext by Spinach, every meeting has a shared

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Next Steps:

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☐ 9. Layer on a trend

Summary:

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Next Steps:

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☐ 10. Capture positioning so it can be shared

Summary:

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Next Steps:

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