

THE MARKET POSITIONING PENTAGON BASIC PENTAGON POSITIONING WORKSHEET

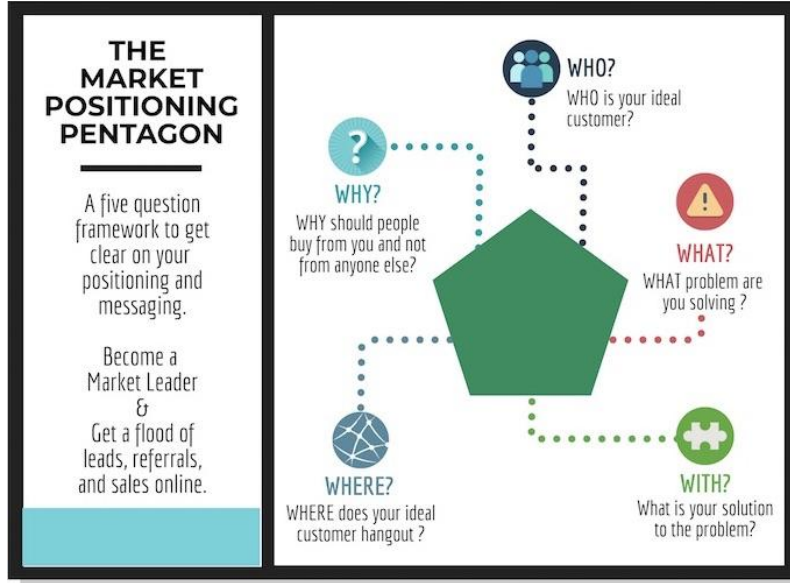
Welcome to the Basic Pentagon Positioning Process Workbook. This will help you create a market positioning pentagon and a simple but powerful compelling message to pull your ideal clients.

STEP ONE:	Click on File > Make A Copy to make it yours
STEP TWO:	Share the Market Positioning Pentagon with your friends by clicking one of the following links:
	Share on Facebook
	Share on Twitter
	Share via Email
STEP THREE:	Start incorporating your market positioning pentagon into your messaging, and advertising.

[Brought to you by Ahmed Muzammil www.ahmedmuzammil.com](http://www.ahmedmuzammil.com)


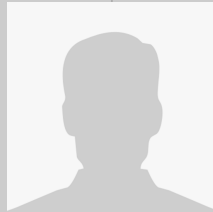


YOUR MARKET POSITIONING PENTAGON




Ahmed Muzammil

WHO		WHO is your ideal customer and what is their worldview?
		Start with your ideal customer, without this, you wouldn't be able to figure out the rest. [1] Click Here To Fill The Ideal Customer Profile Sheet
WHERE		WHERE does your ideal customer hang out? [2]
WHAT		WHAT problem are you solving for your customer? [3]
WITH		What is your solution (WITH) to the customer's problem? [4]
WHY		WHY should people buy from you and not from anyone else? [5]

BASIC IDEAL CUSTOMER PROFILE			
NAME		BUSINESS	
PRODUCT/SERVICE NAME		 <p>PASTE A REAL PHOTO WHICH REPRESENTS YOUR IDEAL CUSTOMER</p>	
		GIVE A NAME TO YOUR IDEAL CUSTOMER	
PSYCHOGRAPHICS		Demographics	
What do people see, say others, hear from peers, and think and feel?		Publicly Identifiable Personal Data	
PAINS, Fears & Frustrations		SEX	
		AGE	
		MARITAL STATUS	
		ORIENTATION	
		EDUCATION	
		CURRENT STATUS	
		PERSONAL INCOME	
		HOUSEHOLD INCOME	
GAINS, WANTS & ASPIRATIONS		NOTES	
		WHERE ARE THEY?	
		INFLUENCERS THEY FOLLOW	
Unmet Needs			
		SOCIAL MEDIA, FORUMS, GROUPS, AND WEBSITES THEY VISIT	

Copyright © 2018 Ahmed Muzammil, All Rights Reserved
DO NOT DISTRIBUTE without written consent from the author.

create YOUR CLIENT ATTRACTING MESSAGE				
I/We help	Your WHO	Achieve/Do/Solve	Your WHAT	with
Your WITH	So That They Can Get/Live/Have/Be	Their Aspiration	without	Their Fears/Frustrations
Example Client Attracting Messages				
Dominos	We help feed hungry students with a Fresh Hot Pizza within 30 minutes or else it's free.			
Ahmed Muzammil	I help entrepreneurs become market leaders, and get a flood of leads and sales online with my Business Maximizer coaching program so that they can add another \$100,000 USD or more to their business without getting overwhelmed by technology.			
Subway	We help people lose weight with our less than 6 grams fat healthy subs. So that they can eat well, yet lose weight without starving.			
Real Estate Agent	I help real estate investors in the Milford Area to acquire investment properties within 90 days so that they can have financial independence without risking their personal cash or credit.			
Web Designer	I help business owners have a client attracting website with my expertise so that they can get leads and sales online without getting overwhelmed by technology.			
Business Consultant	I help successful commercial cleaning companies, double their profits in the next 12 months so that they can get paid more without showing up more to work.			
Fitness Trainer	I help busy executives lose weight with my 15 minute daily workout plan so that they can get fit at the comfort of their home without spending a lot of time at the gym.			

[1] WHO is your ideal customer and what is their worldview?

Most entrepreneurs think that everybody is their customer. 42% of businesses fail because they tried to sell products or services that don't have a market need.*

Market leaders understand the fact that, people buy because of an emotional reason and then justify with logic. You need to put yourself in your customer's shoes and think to produce a compelling message.

Tip: Know your ideal customer's psychographics not just demographics.

[2] WHERE does your ideal customer hang out?

Now that you know what problem you solve, your customer's world-view, the next step is to figure out which social platforms do they hang out, influencers they follow, and which websites they visit.

You can build joint venture relationships with these influencers and get leads and referrals through them for cheap or on commission.

Tip: Once you know the WHERE, you can be more effective and avoid wastage of time and money at the wrong media and platforms.

[3] WHAT problem are you solving for your customer?

Problems attract the attention of people more than anything else.

Pick the #1 most compelling problem that your prospects want to solve right now.

Your solution should be a painkiller, not a vitamin (a good to have).

People buy products or services because of two reasons:

1. The need to avoid pain or a loss. eg. To stay out of jail, lose money
2. The need to gain or accelerate pleasure eg. Make money, have a better life

Tip: Ask your past customers why did they buy from you.

[4] What is your solution (WITH) to the customer's problem?

This is simpler to define. Most advertising and messages are solution or benefit-driven. They don't define the problem before introducing the solution. They don't answer the question in their head: "what's in it for me".

In general, only 3% of your market is actively buying*. So if your message conveys only the solution, then you aren't appealing to the rest of the 97%. because they aren't aware of what problem your solution solves.

Tip: State the problem you solve, before your solution in all your messaging.

[5] WHY should people buy from you and not from anyone else?

99.5% of the businesses don't have a compelling answer to this question.

The WHY is the greatest differentiator and compelling reason for your prospects to buy from you and not

your competition.

Dominos: "Fresh, hot pizza delivered in under 30 minutes, or it's free!"

FedEx: "When it absolutely, positively, has to be there overnight."

Real Estate Agent: "Specialises in Just 250 Homes in the Milford Area."

Tip: Study your competition, compare and distill, to find your WHY.