99.5% OF THE BUSINESSES DON'T HAVE THIS UNFAIR ADVANTAGE...

Ahmed Muzammil

PRESENTS

THE MARKET POSITIONING PENTAGON

THE ULTIMATE FRAMEWORK TO BECOME A MARKET LEADER AND GET A FLOOD OF LEADS, REFERRALS, AND SALES ONLINE.

FREE GIFT WORTH $97: Get access to the Basic Pentagon Positioning Process Workbook here: https://www.ahmedmuzammil.com/pentagon

THE MARKET POSITIONING PENTAGON

A five question framework to get clear on your positioning and messaging.

Become a Market Leader & Get a flood of leads, referrals, and sales online.

WHY?

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.

WHAT?

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.

WITH?

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.

WHO?

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.

DON'T FORGET TO CLAIM YOUR $97 WORTH OF FREE GIFTS

Get the FREE Pentagon Positioning Workbook, which includes the Ideal Customer Profile here: ahmedmuzammil.com/pentagon

WHERE?

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.

STOP DOING ANY ONLINE MARKETING BEFORE DEFINING YOUR PENTAGON!

WHY?

Because **you are wasting thousands of dollars** in money, your time, employee effort and ineffective advertising.

The Market Positioning Pentagon is the first step in optimizing your internet marketing strategy to be seen as a market leader and successfully and effectively generate leads and sales online.

Knowing what I have taught and not working on your Market Positioning Pentagon will cost you thousands if not millions of dollars in not only the hard costs of marketing but the opportunity cost especially.

The Market Positioning Pentagon helps you to be seen as a market leader and differentiate yourself from the competition. As a result of being unique in the market:

- You'll be able to attract more qualified prospects, and you'll have better conversion rates.
- Your WHY will allow you to be able to close more sales and address your customers common objections.
- You'll be able to raise your prices/fees by repositioning your product or service or by creating new high ticket packages.
- You'll become the most logical and compelling choice to buy for your customers.
- Your prospects will build the "know-like and-trust-factor" faster.

You have enough information to create your own Market Positioning Pentagon yourself.

You have my worksheets available to download as mentioned above. I initially thought of making this whole training and the workbooks as a $97 low-cost product, but then decided to give it away as a gift.

So, if you haven't downloaded, quickly go ahead and get access. It's really worth almost $100.

Now the ball is in your court. You have to take action, stay accountable, research your market, define your own Market Positioning Pentagon, validate it, then integrate with your business, and optimize your existing marketing messages, or create new marketing messages and copy.

But, if you think that you could use some additional support, accountability, and mentorship from my team and me, and make online marketing work for you, then it's my responsibility to present you with my three step Pentagon Positioning Process.

PENTAGON POSITIONING PROCESS

RESEARCH — Discover your customer, their problems, unmet needs, and desires.

PACKAGE — Create your messaging, offer, and unique value proposition.

VALIDATE — Launch your messaging, to the relevant platform and validate .

The Pentagon Positioning Process is the first stage of my Business Maximizer Program. One of my clients Vivek who signed up for the Business Maximizer Program made three times his investment back once he finished the Pentagon Positioning Process, even before he finished the rest of the stages.

The Business Maximizer Program is a Return On Investment (ROI) Guaranteed business growth coaching program for Entrepreneurs, Coaches, Consultants, Trainers, and Doctors who want to add another $100,000 USD to their business.

With the Business Maximizer program, I help entrepreneurs who feel overwhelmed by technology to get a steady stream of leads, referrals, and sales online by positioning them as market leaders, and by building a lead generation and sales system.

BUSINESS MAXIMIZER PROGRAM

POSITION — Create Market Leader Positioning

PROMOTE — Create An Automated Marketing Funnel

MAXIMIZE — Maximize, Sales, Referrals, and Profit

The Pentagon Positioning Process coaching and mentorship program works in such a way that you would have to spend only a little time, in-spite of your existing work and business commitments.

All you need to do is to invest 30 minutes of your time during the day or early mornings, or evenings to work on this program for your business for the next eight weeks.

Can you do that?

If you can't do that because you are too busy, then you can ask one of your employees to go through the program, or you could hire an intern to go through the program for your business.

If none of those options works for you, then you can even go for my done for you option, Where all the steps are done for you by me.

For the Pentagon Positioning Process, In addition to the personal training, coaching, and accountability, you'll also receive the following:

- Templates, and questionnaires, to do customer profile research.
- A comprehensive Target Avatar template that will allow you to have an even insightful view of your customer, so that you have a cheat-sheet in hand when you want to write new copy or create new products or services.
- Templates to create your website content, lead magnets, and blog posts, and webinars with your new positioning.
- Email and Social Media Post Templates to launch and test your new messaging and positioning.

Here's where you and your business will be at the end of this eight-week transformational Pentagon Positioning Process:

- You will have all the resources to create compelling messages and copy to attract your ideal customers.
- You will have the right messaging, the WHY, and a compelling offer that will help you to stand out in the market and be the ultimate choice in your market/niche.
- You could create new high ticket high-value products, services, or packages that your existing audience would love to buy and throw money at you.
- Your marketing in relevant channels will become powerful once you have the level of clarity that the Pentagon will provide you
- You will know how to take this to the next level and implement a marketing funnel that would allow you to scale up your message and reach more people.
- You will have enough resources to potentially scale up your business by another six figures or multiple six figures maybe even to 7 figures over the next 12 months if you take action.

If you are interested to apply to work with me for the Pentagon Positioning Process or the Business Maximizer Program. Please fill out your application here: https://www.ahmedmuzammil.com/apply

References

* www.business2community.com/inbound-marketing/inbound-marketing-works-2-01922822
⁺ www.cbinsights.com/research/startup-failure-reasons-top/

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