**POSITIONING MODEL**

As of June 18, 2024

**Who are some of our prime prospects?** *(Describe all of the possible core customers, defined by the* ***motivational trigge****r that unites a group of disparate people across traditional demographic identities.)*



**Who are currently, not our prospects?** *(Still, we can never be everything to everybody. Describe all consumers who wouldn’t have an affinity for our service at the present time.)*



**What is the competitive set?** *(Our key competitors, from the customer's point of view. Usually best defined in terms of "who will lose the sale we make?")*



**What is the current environment like?** *(Insight into the competition, market conditions and consumer attitudes that can affect the success of our brand.)*



**What are some key insights / leverageable points of difference?** *(Sometimes these are very obvious; sometimes they are just under the surface.)*



**What has to be communicated to our prime prospects?** *(Describe all barriers our core customers need to have addressed.)*



**What are some of our customer aspirations?** *(How our customers wish to see themselves or to be perceived by their peers.)*