

**4Ps**

**3** dimensions  
of decisions

**2 x 2**  
Positioning  
**Matrix**

**1**  
**you**

**5** Useful  
**Tools**  
for positioning

**6** Positioning  
Precursors

**2 views**  
short and long

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Product  
Pricing  
Promotion  
Placement

**Positioning**  
the integration  
of the 4 Ps of  
marketing so that  
you are unique in  
your competitive  
space.

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The 4 Ps of Marketing

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# 6 Positioning Precursors

## 3 about your client

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1. Know your ideal client - focus here.
2. Know the problem you solve, including how you compare to other solutions.
3. Be where your ideal clients are.

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|                      |                                                            |                                                             |
|----------------------|------------------------------------------------------------|-------------------------------------------------------------|
| new                  | new products or services I can offer to my current clients | new products or services I can offer to attract new clients |
| products or services | what I currently offer my current clients                  | new clients who I can attract to what I currently offer     |
| current              | clients or markets                                         | new                                                         |

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# 6 Positioning Precursors

## 3 about you



1. Be easy to find, hire and work with.
2. Be deliberate - set aside time and energy for what works for you.
3. Scan, experiment and test.

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# 5 Useful Tools for Positioning

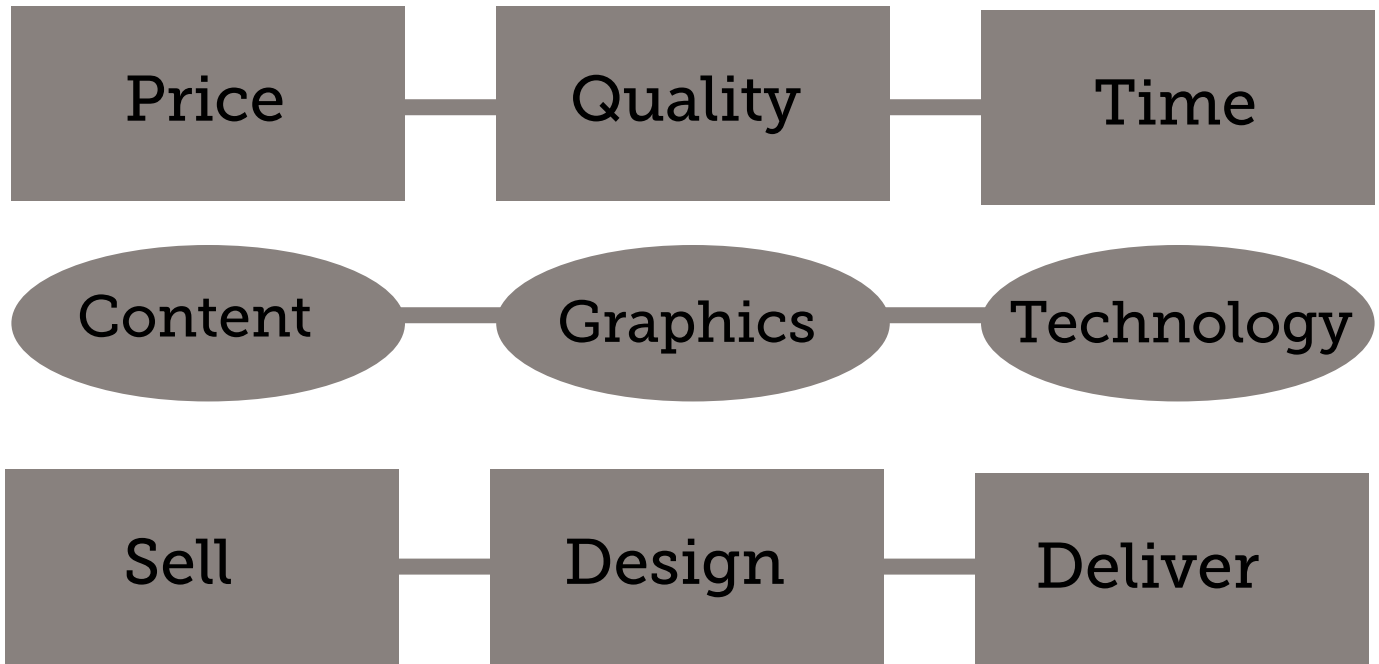
Goal: Meet the expectations of your ideal client



1. Networking
2. Social Media
3. Direct Contact
4. Testimonials & Referrals
5. Web Presence

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# 3 Dimensions for Decisions



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## Notes

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