

## April Dunford's Product Positioning

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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**

Summary:

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Next Steps:

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

Summary:

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Next Steps:

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

Summary:

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Next Steps:

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**4. List your true competitive alternatives**

Summary:

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Next Steps:

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**5. Isolate unique attributes or features**

Summary:

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Next Steps:

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

Summary:

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Next Steps:

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

Summary:

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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**

Summary:

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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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