

# IS IT YOUR POSITIONING... OR YOUR OFFER?

A quick cheat sheet for auto-diagnostic



## Positioning/Messaging issue



People don't get what you do



It feels "not for them"



You get attention, but not action



## Offer/Pricing issue



People understand, but don't buy



Pushback on pricing or conditions



Competitors win with a "better deal"



**And yes, sometimes it's both.**



THE LIGHTHOUSE



THE **LIGHT**HOUSE

## a Product Marketing Guild



Charlotte  
Ballais



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