POSITIONING

Solving Problems Creates Demand

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Every business owner needs to create a **Market Dominating Position** (MDP) that sets them apart in a crowded marketplace. Your MDP ensures your product or service solves a problem your target audience *has* but *doesn't want*. This is the key to creating demand and staying ahead of competitors.

Why is this critical? When your business is laser focused on solving problems customers can't ignore but would rather not deal with, you:

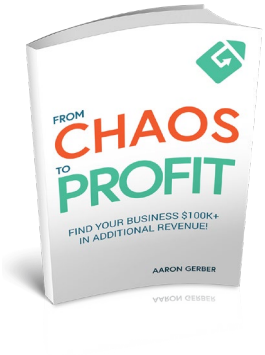
- Become the obvious choice in your industry.
- Build trust and authority in the marketplace.
- Drive consistent, scalable growth.
- Attract more qualified leads.
- Shorten the sales cycle.
- Increase customer loyalty and referrals.

How to evaluate if your business is positioned correctly:

1. **Audit Customer Pain Points**: Are you addressing the most urgent, unspoken needs of your clients? Survey them directly or analyze customer feedback.
2. **Refine Your Messaging**: Review your website and content. Does it clearly identify the problem you solve and the specific outcomes only you can deliver?
3. **Analyze Competitors**: What are they missing? Your opportunity lies where competitors fall short in solving a critical problem.
4. **Check Your Offers**: Does each product/service explicitly solve a high-priority problem your audience is willing to pay for?

5. **Measure Impact**: Are your marketing efforts attracting the right audience? If not, it's time to pivot.

> **Practical Action**: Run a messaging audit today—align your marketing and content to reflect the problems your ideal customers *don't want* but need solved.



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