

What is Positioning?

The act of designing the company's offering and image to occupy a distinctive place in the mind of the target market - **Phillip Kotler**

You need to define a strong position for your course offer to ensure it will be profitable and make an impact. This worksheet will help you do that.

3 Pillars of Positioning

1. Who You Are
2. Who You Serve
3. How You Serve Them

WHO YOU ARE

Your Purpose

Your voice is one of your greatest tools for gaining and keeping attention and earning trust so that you can have an impact on and influence the audience you serve.

Without developing your unique and authentic voice, your message will fall flat and get ignored. It will be lost in the noise. The following exercises will help you uncover your unique voice so that you can leverage it in your content and marketing.

The Magnetic Messaging Framework (Your Purpose)

This framework helps you uncover the core purpose and motivation behind your brand, your offer, and the work you do so you can communicate them to your market.

1. [Listen to episode one of my podcast here](#) for a thorough explanation of this framework with examples. In this episode I call this framework The Magnetic Messaging Framework, but for the purposes of this course I will refer to it as the *Core Message Framework*.

© Jason Van Orden. All Rights Reserved.

www.JasonVanOrden.com

2. Answer the questions for each of the five elements of the framework in the *Magnetic Messaging Worksheet*.

Your Origin Story

Sharing your origin story gives credibility to your work. If your intended audience is a “past version of you,” they will see themselves in your story. Incorporating vulnerability into your origin story fosters trust because you have first trusted them with details about your life. The following template will help you write a quick version of your origin story. You can use it as-is or further expand on it.

Origin Story Template

When I was [describe the time period when you struggled with the same thing as your audience], I was a lot like you. I struggled with [pains that your audience is dealing with and wants help to remove them].

Then I [realized/discovered/or a similar action word] [describe the secret that you discovered or your ah-ha moment where things turned around for you]. That’s when I was finally able to [brief description of the outcome or transformation your customer wants that you have already achieved].

That’s why I feel [driven to/called to/passionate about] [help/helping] [describe your ideal customer] who want to [describe the outcome they want to reach] so that they can [describe how their life will be different and the benefits they will have once they reach that outcome].

Now, I’m sharing my knowledge and experience to help create a future where [describe the vision you have of the future for your customers and the world as a result of your work].

Example Client Origin Story

Throughout my teens and twenties, I was a lot like you. I struggled with dieting and obsessing over my weight.

I finally got so tired of dieting and hating my body. I decided it was time to try something new. So I called up a dietician friend I had met a couple years earlier. What she said to me was a revelation.

“Of course you couldn’t sustain it. You got high off your diet. And what happens when you get high? What’s the only option? To crash. You can’t sustain that high for the rest of your life. That’s why diets don’t work.”

And that’s when I finally gave up dieting for good. I committed myself to learning about & applying Intuitive Eating. I stopped focusing on my weight. I stopped obsessing over food and calorie counts. I stopped spending all my time at the gym and started doing other things I enjoyed and it worked without me even realizing.

One day, I was browsing in a store when a saleswoman said, “You need new jeans. Those are falling off of you.” At that moment, I realized I had been losing weight. I just hadn’t noticed it because (for the first time in my life) I wasn’t focused on losing weight.

That’s why I feel driven to help other women who are stuck in a dieting cycle who want to stop struggling with food and start loving their bodies so that they can live more fulfilled lives and spend their time and energy doing the things that are most important to them.

Now, I’m sharing my knowledge and experience to help create a future where we no longer have a dieting industry or body shame.

Example of an Origin Story in Action

The above origin story is from health coach, Gillian Hood, who did a coaching session with me to help refine her messaging. I recommend [reading Gillian’s about page](#) where she shares a more complete version of her origin story. It’s really well written and is a perfect example of how to use your origin story.

WHO YOU SERVE

Customer Profile

Create a description of your ideal client/customer using the following categories.

Demographics

Are you focused on a certain segment of customers in any of the following demographic categories?

- Gender
- Sexuality
- Age
- Location

Professional

Are they in a certain profession or professions?

How many years of experience do they have?

What skills have they mastered already?

How much money are they making per year?

Experience

Have they been through a specific experience in the past?

What milestones or achievements have they already accomplished?

What do they need to have already done in order to work with you?

Resources

What kind of resources do they need to already have in place (e.g. large professional network, an online following, money, time, a team, certain supplies or equipment, etc.)?

Filter

Who do you not want to work with?

Check for 'Fit'

You need to answer yes to as many of these questions as possible (ideally three or more) for your choice of market to be a good fit (i.e. you'll be happy to work with your choice of market in the long-term).

1. Is this an audience you especially enjoy working with? Are you excited about working with this audience?
2. Do you have an excellent understanding of (or at least a serious curiosity about) the experience and inner world of this audience?
3. Can you confidently create results for this audience?
4. Do you have credibility with this audience?
5. Do you already have access to this person in your network, circle of influence, email list, or online following? Or do you have ideas about how you can readily access this audience?

Profitability Check

You must answer yes to all three of these questions to verify your market is financially viable.

1. Is the intended customer aware of the pain/problem/desired outcome?
2. Are they actively looking for help or a solution?
3. Are they able and willing to invest time, money and energy now into realizing their desired outcome?

Outcome/Transformation

RESULTS: What measurable results will you help them achieve?

TRANSFORMATION: How will they be or feel different? What changes will this make in their life? What will they believe or see differently about themselves and the world?

RELIEF: What are the mental, emotional, and physical symptoms (pains) that they hope will be removed once they reach the outcome?

CAPABILITIES: Once the student implements the Process of this course, what will they be able to do that they couldn't do before? What choices or options will open up for them?

NEEDS: Which 3-5 of the following fundamental human needs are most important to your ideal student that this course will help them fulfill?

- | | | |
|-----------------|--------------|---------------|
| 1. Achievement | 4. Beauty | 7. Clarity |
| 2. Admiration | 5. Belonging | 8. Compassion |
| 3. Authenticity | 6. Challenge | 9. Competence |

- | | | |
|--------------------------|------------------|---------------------|
| 10. Connection | 18. Intimacy | 27. Recognition |
| 11. Contribution | 19. Mastery | 28. Respect |
| 12. Creativity | 20. Novelty | 29. Security |
| 13. Discovery | 21. Order | 30. Self-Expression |
| 14. Ease | 22. Peace | 31. Stability |
| 15. Empathy | 23. Play | 32. Transparency |
| 16. Equality | 24. Power | 33. Trust |
| 17. Freedom/
Autonomy | 25. Productivity | 34. Spontaneity |
| | 26. Purpose | |

SOURCE: [Center for Non-Violent Communication](#)