Welcome to Your Journey with PositioningIQ

A Hands-On Guide to Making Your Product Unforgettable

Overview: This guide is a companion piece to PositioningIQ on the GPT Store by Julie Kelleher, a custom GPT designed to help you partner with AI to define, refine, and sharpen your message so that your product doesn't just speak—it captivates and stands out in a crowded market. Whether you're using a free or paid version of ChatGPT, PositioningIQ and this guide are your toolkit for creating standout, strategic product positioning that resonates in the markets you want to impact.

My Story: Embracing AI in the Real World

Hi, I'm Julie Kelleher—a marketer, former teacher, and working mom at the busy intersection of education, technology, and parenting. I'm on a mission to leverage AI to help make our lives easier, especially for those of us balancing family, work, and the countless small moments in between. My kids, true "AI Natives," remind me daily that the future is here, and I'm all in on finding ways AI can save time, inspire curiosity, and help us all reclaim precious moments. Through [PositioningIQ](#), I'm sharing the strategies and AI hacks I've used to bring more joy and efficiency to life at home and at work.

Why Positioning Matters: Making Your Product Stand Out

Imagine you've created something incredible—a product that's primed to make a difference. But then… crickets. It's as if people don't quite "get" it. That's the gap that positioning bridges. Positioning is about showing people why your product matters to them personally. It's the art of making your product feel essential.

With PositioningIQ, we'll dive deep into your product's unique strengths and what your audience genuinely cares about. Together, we'll create messaging that goes beyond sounding good—it'll be strategic, genuine, and designed to make a lasting impact.

Step 1: Setting the Stage

What We'll Accomplish Together

Think of this custom GPT (PositioningIQ on the GPT Store) as your guide on this journey. Its role is to ask the right questions and draw out the most compelling aspects of your product. By understanding who you're targeting and what obstacles they face, we'll position your product as the obvious answer to their needs.

Our goal? To create a positioning framework that's honest, resonant, and speaks to the real people behind the numbers.

Step 2: Getting to Know Your Audience

Before we can craft a powerful message, we need to know who we're talking to. This isn't about demographics alone—it's about understanding the people who will benefit from what you've built. We'll break this down by:

- **Decision-makers:** The ones who sign the check. What are their priorities?
- **Implementers:** The people who'll use your product day-to-day. What do they need to succeed?
- **End users:** Those who experience your product firsthand. What will make it feel like the right fit for them?

In some cases, one person could serve in all three capacities as those bulleted above.

We'll explore each audience's challenges and goals to ensure your positioning aligns perfectly with what truly matters to them.

PRO TIP: You don't have to know all the answers. Ask the GPT to help you do this with prompts like "help me understand who the decision-makers are for my offer and what matters to them"

Step 3: Pinpointing Their Pain Points

What's Getting in Their Way?

For each audience, we'll dive into their key challenges and unmet needs. Here, it's not about what you think they need, but what they're actively seeking and hoping to solve. It's about listening to what they're searching for, even if they can't put it into words themselves. Maybe it's efficiency, accuracy, ease of use, or something more nuanced, like a sense of trust and reliability.

Imagine you're in their shoes, trying to solve their challenges without your product—what do they currently lack? By mapping out these needs, we'll ensure your product's message aligns closely with the true pain points of your audience. This step will reveal the gaps only you can fill, and it helps bring your product to life in a meaningful, authentic way. By digging deep into these unmet needs, we'll make sure your product positioning stands out as the solution they've been looking for.

4. Crafting the Positioning Statement

Your Message in One Line

A great positioning statement answers one powerful question: Why should they choose you? This single line becomes your anchor for all messaging, and here's the formula we'll use to build it:

For [your target market] who [target market need], [your brand name] provides [main benefit that differentiates your offering from competitors] because [reason why target market should believe your differentiation statement].

This might take some rounds to refine, but that's part of the process. With each revision, we're zeroing in on a statement that resonates as deeply as your product's purpose.

Step 5: Putting Your Positioning to Work

Once you have a positioning statement that truly reflects your value, it's time to amplify it across all channels:

- **Content and Messaging:** Use your positioning statement as the foundation for web copy, emails, social posts, and more. Consistency in messaging makes for a stronger brand.
- **Internal Alignment:** Share it with your entire team so everyone—marketing, sales, and support—carries the same message.
- **Ongoing Refinement:** Stay flexible. If your audience or product evolves, revisit and refine the positioning to keep it relevant.

PRO TIP: Ask the GPT to craft messaging for specific channels based on your new positioning statement! This GPT isn't for positioning alone. It will help you amplify your unique value proposition across the channels you define.

Step 6: Positioning as a Journey, Not a Destination

Positioning isn't a one-time task—it's an ongoing, evolving process that grows with you and your audience. Together, we'll clarify your product's purpose and impact, creating a message that feels true to your mission.

As you work with PositioningIQ, approach this journey with curiosity and openness. There's always room to refine and improve. And remember: I'm here with you every step of the way to support, guide, and cheer you on. Ask the GPT for help. Don't be shy!

Ready to Dive In?

Whenever you're ready, access PositioningIQ on the GPT Store by Julie Kelleher (this works with both the free and paid versions of ChatGPT).

> **NOTE:** Your chat history DOES NOT SAVE within the custom GPT so be sure to save your work if you love it! Consider creating a Google Doc or using your favorite Notes app to save all the history.

start by introducing your product and your audience. There are some sample prompts in there to get you started. From there, we'll take it step by step, building the foundation that will set your positioning apart!

Do you have a favorite way to partner with AI like a Marketer? I'd love to hear from you! Feel free to drop me an email.