


Your Company's Internal Choir

PRESENTS:

Ode to the Positioning Document

Arranged for: Leadership, Sales, MarComm,
Development, Design, Product, Product Marketing

{Chorus}

	O! Mighty positioning document,
	It is to you we sing,
	O! Mighty positioning document,
	You useful and beautiful thing!

Persona & Market Segment

A positioning doc for each of our personas,
Helps us all earn our positioning diplomas.
Now we know for whom we are working for,
And it will help us raise our NPS score!

Problem

Understanding problems builds our empathy,
Hearing it in their language really helps us see,
Why this is a pervasive and urgent pain point,
To create a great solution that'll set fire to this joint!

Solution

Knowing what our personas really want to see,
Helps us design and build things so the market cheers with glee!
It allows a lot of room for our creativity to soar,
So we build and market products that will fly out the door!

{Chorus}

Positioning Statement

In just a few short words, we present our solution,
That will solve their problem with care and compassion.
Only 25 words, the statement conveys a lot,
It guides us to our goal, no ifs, ands or buts.

Product Description

It only takes a few more words to show why it's great,
This product we created that is not early, nor late,
But arrives right on time to fulfill our personas' needs,
And sends them to our store or site with outrageous speeds!

Problem-Oriented Capabilities

Still not sure if our product is right for you?
The problem-oriented capabilities will prove that it is true.
This is the solution you needed, the one you're looking for,
The positioning doc told us so, and it told us so much more!

{Chorus}

The positioning document is an essential tool to help guide your product team in building and marketing the right product to the right audiences.

They also help your entire organization harmonize and support your product in the market.

The right positioning documents will help your company make beautiful music.



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