

## Positioning The Battle For Your Mind

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### Positioning: The Battle for Your Mind by Ries - 1211 Words ...

It all starts by understanding your buyer persona -- their wants, needs, fears, dreams, goals, preferences, and opinions. Once you understand all of that, it'll be much easier to position yourself as the perfect solution for them. Positioning Your Brand in the Market. Maintaining the top position is significantly easier than obtaining that top spot.

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Build your strategy around your competitions weaknesses. Reposition a strong competitor and create a weak spot. Use your present position to its best advantage. Choose the best name for your product. Determine when-and why-less is more. Analyze recent trends that affect your positioning.

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ISBN: 0070652643 9780070652644; OCLC Number: 12217302; Notes: Includes index. Description: x, 213 pages : 21 cm; Contents: What Positioning Is All About --The Assault on the Mind --Getting into the Mind --Those Little Ladders in Your Head --You Can't Get There from Here --Positioning of a Leader --Positioning of a Follower --Repositioning the Competition --The Power of the Name --The No-Name ...

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