

# EXERCISE: CRAFT YOUR POSITIONING

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**Write your answer to the question** "What does your product do" in 3-4 lines  
[Use the following prompts to get you started](#)

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Why did you start the company?

Why will your customers love your product?

Why will people want to work on this product?

[Now check to see if it meets the following criteria](#)

Are you using simple words?

Do you describe it in a way that is the opposite of your competition? (If you do, then you're saying something different which is good)

Would your customers and/or employees say the same thing if they were asked this question about your product?