

# Choosing Your Beachhead Market

## Part A: Segment Evaluation

List your potential segments:

Segment 1: \_\_\_\_\_

Segment 2: \_\_\_\_\_

Segment 3: \_\_\_\_\_

### SEGMENT 1 EVALUATION

**Size (large enough to matter):**

Rating: \_\_\_\_\_ / 5      segment size: \_\_\_\_\_ people

**Accessibility (can you reach them?):**

Rating: \_\_\_\_\_ / 5      channels: \_\_\_\_\_

**Urgency (need solution now?):**

Rating: \_\_\_\_\_ / 5      evidence: \_\_\_\_\_

**Economic Value (will they pay?):**

Rating: \_\_\_\_\_ / 5      willingness to pay: \$ \_\_\_\_\_ /month

**Competitive Intensity:**

Rating: \_\_\_\_\_ / 5      main competitors: \_\_\_\_\_

**Strategic Value:**

Rating: \_\_\_\_\_ / 5      expansion paths: \_\_\_\_\_

**Alignment (serve them well?):**

Rating: \_\_\_\_\_ / 5      experience: \_\_\_\_\_

**TOTAL SCORE:** \_\_\_\_\_ / 35

## SEGMENT 2 & 3 EVALUATION (Use same criteria)

### SEGMENT 2:

Rating:	<input type="text"/>	/ 5	<input type="text"/>
Rating:	<input type="text"/>	/ 5	<input type="text"/>
Rating:	<input type="text"/>	/ 5	<input type="text"/>
Rating:	<input type="text"/>	/ 5	<input type="text"/>
Rating:	<input type="text"/>	/ 5	<input type="text"/>
Rating:	<input type="text"/>	/ 5	<input type="text"/>
Rating:	<input type="text"/>	/ 5	<input type="text"/>
TOTAL:	<input type="text"/>	/ 35	<input type="text"/>

### SEGMENT 3:

Rating:	<input type="text"/>	/ 5	<input type="text"/>
Rating:	<input type="text"/>	/ 5	<input type="text"/>
Rating:	<input type="text"/>	/ 5	<input type="text"/>
Rating:	<input type="text"/>	/ 5	<input type="text"/>
Rating:	<input type="text"/>	/ 5	<input type="text"/>
Rating:	<input type="text"/>	/ 5	<input type="text"/>
Rating:	<input type="text"/>	/ 5	<input type="text"/>
TOTAL:	<input type="text"/>	/ 35	<input type="text"/>

## Part B: Beachhead Market Selection

Chosen Beachhead Segment:

Why this segment first?

  


What makes this segment winnable?

  


What resources needed to dominate?

  


How long to achieve dominance?

### Part C: Positioning Statement

For (target customer):

---

Who (statement of need/opportunity):

---

Our product is (product category):

---

That (key benefit/value):

---

Unlike (primary competitor):

---

Our product (key differentiator):

---

---

### Part D: Value Proposition

Core benefit (what job does it do?):

---

---

Functional value:

---

---

Emotional value:

---

---

Social value:

---

---

### Part E: Key Messages

Primary message (what you want them to remember):

---

---

Supporting messages:

1. 

---
2. 

---
3. 

---

### Part F: Competitive Differentiation

What do competitors do well?

---

---

Where do competitors fall short?

---

---

Your unique advantages:

---

---

#### ✓ Next Steps

Use this positioning to guide all product, marketing, and sales decisions.  
Proceed to Chapter 7 for go-to-market strategy and execution planning.