

How To Stand Out In Your Market by Correctly Positioning Your SaaS Product

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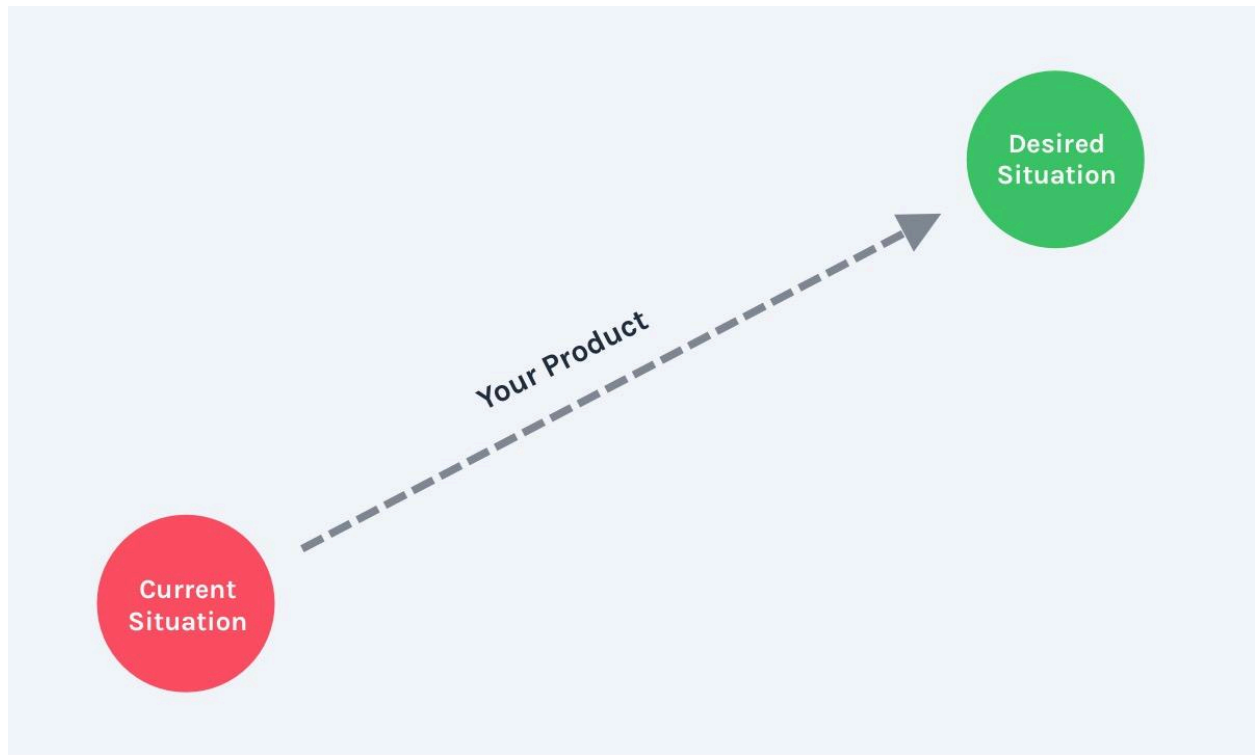
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- Email: pedro@cortes.design

Part #1 - Identifying Their Current Situation

Identify the current state your potential customers are facing so you can determine how frustrating it is and use it to make them take action and convert.

- 1- What’s your ideal customer’s current situation?
- 2- What are they frustrated about?
- 3- How much is it costing them to stay in that situation?
- 4- When it’s the EXACT time when they start looking for solutions?



Part #2 - Identifying Their Desired Situation

This will help you show your potential customers the opportunity costs of not using your product to fix their problems.

- 1- What's your ideal customer's desired situation?
- 2 - How does your product bridge the gap? (Between their current and desired situations)
- 3- What's keeping them from taking action?
- 4- What questions/objections come up when you try to show them a solution?

For #4 it usually comes down to:

- Support
- Integrations
- Setup time
- Learning curve
- Use cases

⚠ WARNING: Same effort, VERY different results. Want to try this yourself or get expert guidance to skip the trial and error? If you choose the latter, you can [book a call here](#)

Part #3 - Finding The USP

What makes your product better than anything else? With these questions, you're GUARANTEED to find at least one especially if people moved from your competitors to becoming your customer.

- 1- Has any company solved the same problem? Make a list of them below
- 2- How have they fixed the problem? Or at least tried?
- 3- What's missing from their product? What made people switch to your tool instead?
- 4- How do people describe/recommend your product to other people? This tells you the important stuff

Part #4 - The Costs

We want to take their pain and QUANTIFY it. Make them realize how serious their problem is so you can create the urgency to convert. Your messaging could be perfect but if you lack the urgency most people will not convert anyway!

- 1- What's your ideal customer's current solution? How much does that cost?
- 2- What's the opportunity cost of not switching to your product?
- 3- How much time and money would it cost to move to your tool?
- 4- How are you minimizing these costs?