

2023

NAIL YOUR POSITIONING

A 9-STEP WORKSHOP TO BUILD
PRODUCT-MARKET FIT AND
UNLOCK SUSTAINABLE GROWTH

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GROWTH MARKETER



THE PROBLEM

GOT ANY OF THESE SYMPTOMS?

- Not getting enough sales?
- Not getting enough (or getting low-quality) leads?
- Dealing with low conversion rates?
- Clients complaining about your prices?
- Sales numbers falling through the floor?

COMPETITIVE MARKET CAN BE TOUGH!

No matter how much effort you put into your brand, it always seems like the competition is one step ahead. You know you had a good idea. The plan was supposed to work, but somehow it... just... doesn't. You lose confidence, your morale takes a beating, you start thinking: Should I give up? Am I even good enough to do this? Will I fail?

I know, I have been there. It gets to you. It got to me.

Until I found our product didn't have a marketing or a sales problem. Yours doesn't either.

What you have is a **positioning** problem.

Your customers DO NOT UNDERSTAND your value.

People don't buy products they don't understand. No matter how much money you spend on marketing.

**SOLVE YOUR
POSITIONING PROBLEM**



THE POSITIONING WORKSHOP

To solve your positioning problem, you need to understand your customers. You need to map their thinking. You also need to know your key competitors, figure out your differentiation, and the value you are bringing to the customers. We go through all the steps in the Positioning workshop and unlock the backdoor to success.

WHAT YOU GET FROM THE WORKSHOP:

- A complete understanding of your clients' values
- A deep look into your competition
- Competitors' strengths and weaknesses
- Your differentiation - Your "magic sauce"
- The values you need to communicate to your customers
- Actionable tasks to improve your marketing performance
- Actionable tasks to improve your social media presence
- Actionable tasks to improve your sales numbers
- Actionable tasks that will allow you to become the **ONLY** logical choice for a selected group of people (your niche).

The workshop helped us lower CAC by 52%.
It also helped us explain our product's
value to the users.



*The positioning workshop also helped others
improve their lead generation and sales!*

TESTIMONIALS &
CONTACT



TESTIMONIALS

HOME RUN

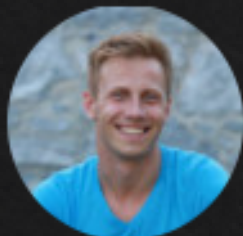
Andrej Peršolja led a positioning workshop for 11 experts attending our Scaling Service Businesses Masterclass that I am teaching with Simon Belak. In two hours, he guided 11 people through the positioning workshop. He was on point, attendees could do hands-on work, and he was also on time, which matters to us as a group. Andrej did not know the attendees before but still managed to do a home run.



Maja Voje,
Growth Lab

MASTEFUL DELIVERY

Positioning.. this was my pain in the a** for several years know. On all business classes I've heard how positioning is important and when I asked for help, I've got explanations that were so complex that I've lost the motivation in few hours. Enter Andrej or should I say, I've attend a class where he was a tutor for Positioning. Right from the bat he impressed me with nice structure for "dummies". His calm voice and structure, helped me to crystallize what the positioning all about is. With simple words that anyone can understand and use the knowledge right away. Only masters can translate a complex topic into a simple one to a rookie. And Andrej surely can deliver in a masterful way.



Domen Brlek,
CEO, Creative37

SLIGHT CHANGES, IMMEDIATE RESULTS

Andrej provided a ton of value by challenging some assumptions that I had about my positioning on LinkedIn. He came in with an objective perspective and pushed me to make slight changes that helped clarify the clients I am targeting. I implemented his many recommendations and immediately saw increased leads as a result!



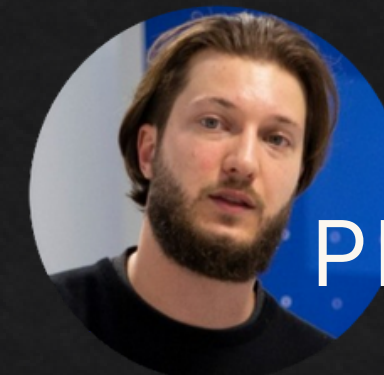
Jeremy Epperson,
CGO, Conversion Guides

Let's nail your positioning!

Don't worry, the first call is on me.

<https://tidycal.com/tangible-growth/30-minute-meeting>

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