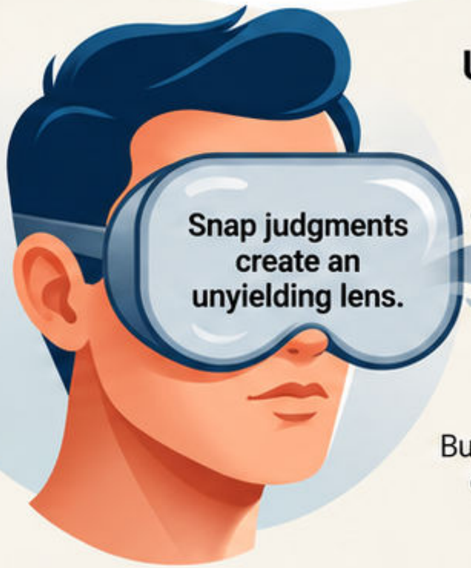
Shape the Mind: The Power of Product Positioning

The Problem: Unintentional Framing

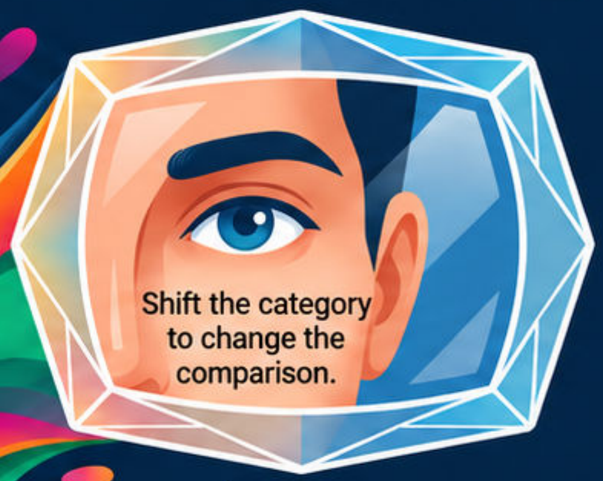


Buyers form instant, unconscious opinions before ever hearing your main pitch.

Feature-focused messaging gets ignored.

Listing basic product features makes offers sound generic and easily comparable on price.

The Solution: Strategic Reframing



Changing your framing alters who you are compared against and raises perceived worth.

The best-positioned offer always wins.

Value is perceived in context; great products fall without the right frame.

Context Summary: Buyers form snap, unconscious opinions based on category clues before evaluating an offer. Without intentional positioning, products get trapped in generic comparisons, but reframing context instantly unlocks higher perceived value without changing the underlying product.