

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: _____ / 5 _____

TOTAL: _____ / 35

SEGMENT 3:

Rating: _____ / 5 _____

TOTAL: _____ / 35

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.