

Chapter 5 - The 5-Fold Way

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Synopsis: The concept of company positioning is not how you think your company is seen, it is how you want others to see your company. The value of the 5-Fold Way is that it helps you determine how to be seen as the company that your target market customers are looking to see. The 5-Fold Way helps you align their view with your view by changing your customer focus or their perception. Aligning the chosen position and all of the five possible views of the 5-Fold Way will create a consistent message and image for your company. Beware of customer comments that are not supported by customer actions.

Useful Links:

“The Long Tail”, Wired Magazine, Issue 12.10 - October 2004

Downloadable Tables: 5-Fold Way Worksheet