

Name: _____

Date: _____

Let the market know you better

O C Y W H I D F V V K Y U O Q A C A J N V T Q G
U P O S I T I O N I N G Q D Z T A C Y P O C B N
N V D W U R U N Z Y E X L W B X B V Q O W O B I
C N P K Y Q M V C B H M I U F X S H Q D G F U N
Q U A T Y Z N U W X Z H A V A Z E M U K F V Z E
L G C I C C N L E N C S P R S H U O L J D X X E
R Y K P P I M X M J W I V F C N P C R B M Y Y R
F E A P K H E G F T B V X I I R F V I G J G T C
P D G Z K T M O R E V Q N L O B G L M W E B B S
I U I E S H P I W E J O O D L I J Q G X D L X R
Q W N G T J N J T A G Z U J A H N M L W M U H U
L Y G N Q O Z U V P A C U I S Z B P O A A K C L
U T M C V H F F J O T K M B E J O A J M O I Q A
E D B E Y G F Q P G Z I M U S A Z E W G J V V F
P A X K V U S B D P T F T E D U T I T A L N J Z
X W D N L U H U O C I K Z V H R F R L D V Q F Z
A V L O C A T I O N B K B R E A K T H R O U G H
U U X H U I N D W D Q Z V I W Q E P K W K U H D
W X H K L Z X E X D J C N M C Z U O N Z X B B J
O G P W C S X E U F B O E X L T X E I Q O Y F O
X O R U L N F E Y K D V G E K M Z Y A X Q D L G
H T W U B L Z T F X B D Q L L K E G N R Z D F B
J I K B W T Q V F L O N G I T U D E J N D R V W
J A L L M N N A A D D X T M M O M B V K F T E V

breakthrough

Positioning

screening

packaging

longitude

location

latitude

product

copycat

niche