

Exercise 2.B - Strategic Positioning Choice Check

Strategic positioning · Differentiation ·
Business model alignment

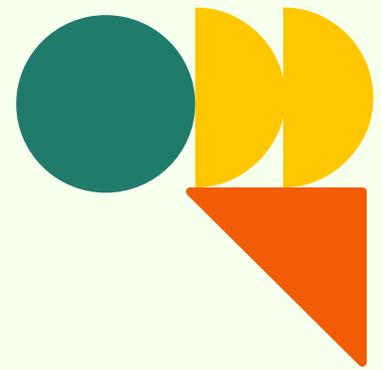
LESSON 2: Market Validation, Identity, and Competitive Strategy

**MODULE 1:
BUSINESS PLANNING FOR CREATIVE
ENTREPRENEURS**

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Purpose

To support participants in making a clear, intentional strategic positioning decision based on market evidence, personal values, and preferred business model.

Concept Focus:

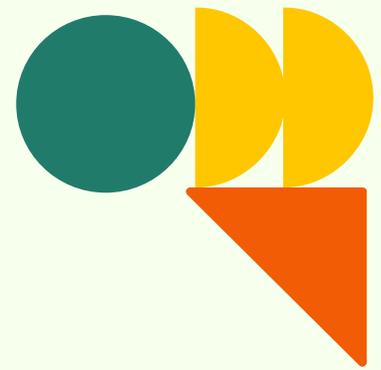
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Format:

Individual reflection (optional pair discussion)

Duration:

15 minutes



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Step 1: Select Your Primary Position (5 minutes)

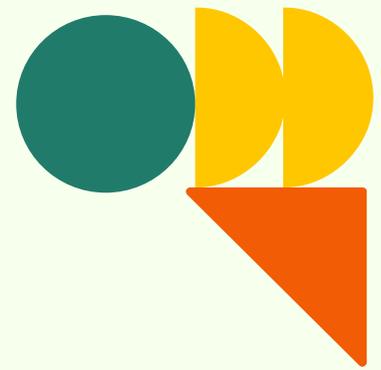
Based on insights from Exercise 2.A (Competitor Matrix), select one primary positioning direction:

- Premium specialist
- Fast & reliable provider
- Accessible / affordable offer
- Niche expert (specific industry or problem)
- Experimental / innovative creator

Step 2: Alignment Check (5 minutes)

Answer briefly:

- Does this position align with my core values (Exercise 1.A)?
- Does it strengthen my Unique Value Proposition (Exercise 1.B)?
- Does it fit my preferred business model (freelance, studio, IP-led)?



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Step 3: Trade-off Awareness (5 minutes)

Complete the sentence:

“By choosing this position, I am intentionally not competing on _____.”

Learning Outcome

Participants gain:

- *clarity on where and how they compete,*
- *confidence to focus their efforts,*
- *readiness to move into goal-setting and sustainability planning.*