

# AMAZON

PRODUCT POSITIONING

# SECRETS



HOW TO POSITION YOUR PRODUCTS  
AND **STAND OUT** AS THE BEST  
(AND ONLY) CHOICE FOR SHOPPERS

**BY ALEX WONG**

## **Amazon Product Positioning Secrets**

Discover How To Position Your Products As The Best (And Only) Choice For Shoppers

### **Publication Details**

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# How to Position Your Brand & Product on Amazon

Want your products to stand out on Amazon?

Of course, you do.

But with so much competition on Amazon these days, getting your products discovered by shoppers can be tough.

Everywhere you look, there seem to be dozens - if not hundreds - of other identical products being sold too.

So unless you're selling something totally original, it's tough to get your products discovered by potential customers.

So what can you do?

One of the best ways to stand out from the crowd is to effectively position your brand and product in the marketplace.

Effective positioning creates a positive image of your brand and product in your target customer's mind that they can associate with.

It influences their perception of what you have to offer in relation to your competitors. In essence, it answers the question "Who you are and what you do" in your customer's mind.

All the top brands, such as Apple, have successfully positioned themselves in their markets. They have created a unique identity which sets them apart from their peers. As a result, they have created a huge mass of loyal customers who are willing to pay for their products.

Apple is well known for its premium brand and products. In fact, it's probably one of the most expensive brands around. Their premium brand image allows them to command high prices for their products which include a wide selection of products, such as the Macbook, iPhone, iPad, Apple Watch, and other accessories.

The Apple brand is automatically associated with certain features, such as innovation, premium design, high quality, etc. Their products have to be innovative, well designed, and high quality to justify their high price points. The high price points show customers that they are paying for a premium

product which is backed up by basic human psychology that equates higher price with better quality.

Apple has positioned itself to certain customers, most notably wealthier people, innovators, trendsetters, etc. people who are better off financially. If Apple tried to target other types of customers, such as those with less money, it would have to reduce its prices, which would undermine its premium brand image.

The wealthier people or trend setters would likely stop buying Apple products since it's not "premium" or "exclusive" anymore since anyone can afford to buy one. This would hurt its brand image and sales since customers would equate their lower priced products with being cheap and low quality.

### ***Effective product positioning & how to develop your USP***

To maximize your chances of succeeding on Amazon, you have to effectively position your products so that they stand out from similar ones. Effective positioning should clearly communicate:

- Your brand's and product's unique characteristics
- How your product is different from competitors
- How your product addresses your target customers' needs and problems

One effective way to position yourself is to develop a unique selling proposition (USP). This is basically a sentence or paragraph that shows the unique benefits and advantages that your product offers to customers. Your USP should be clear, concise, and easy to grasp for customers.

For example, if you're selling Korean ginseng, don't just position it as a natural health supplement. Everyone is doing that. Instead, you can position it as an "energy booster which improves your vitality" for men with low libido. Or if your target customer is university students, you can position it as a "concentration enhancer" for students who want to study more effectively and get better grades.

### ***What's the best way to position your product?***

By conducting market research. Ask your customers why they purchased your product, what they liked and disliked, and their experiences with it. If you sell products on your own website, you can conduct surveys or email your past consumers who have signed up for your newsletter.

If you're just starting out or don't have access to customers yet, check out your competitors and see how they have positioned themselves. This research will give you a better idea of how you should position your product so that prospects will be more likely to buy from you.

Chances are your product won't be the first on the market. This means that you will have to position yourself in relation to your competitors. However, it's never really a good idea to challenge their positions head on. **It's much easier and more effective to position your product in an area where your competitors show some weakness.**

For example, if your competitors are competing on price, you can differentiate yourself by positioning your product as having better quality materials. Or if your competitors' products are mass produced in factories, you can say your products are manufactured using ethical and sustainable methods.

### ***Be careful of “Yeah, Whatever...” statements***

“Yeah, whatever...” statements are basically vague statements or claims that say nothing about your product. These statements have been used so often over the years that they have lost almost all their meaning.

“High quality” is a great example of a “Yeah, whatever...” statement that businesses often use. Saying that your product is high quality means nothing since there's no way to actually verify this claim. Customers already expect your product to be high quality so saying it is doesn't add any extra value. Also, many poorly made products claim to be “high quality” so the statement loses any persuasive power.

These statements leave the customer thinking, “Yeah, whatever...but that doesn't tell me anything about your product. How do I know this is true?” As a result, you lose credibility and decrease the chances of a potential sale.

Other examples of Yeah Whatever statements include:

- The best...
- The leading experts in...
- The fastest...
- The cheapest...
- Quality service

- Premium quality

The best way to address this is to realize that these statements, by themselves, offer no value to the customer. Customers already expect your product to be “top quality”.

So the best way to avoid this is by asking yourself, what makes the product top quality? How can you show your customers that it’s top quality? What evidence can you provide to compel them to buy your product?

If you’re selling a Korean ginseng supplement, what way can you show that it’s the best quality? Well, after doing some research, I learned that the best quality Korean ginseng uses six-year-old roots made with high ginsenoside content. This is important because it makes the Korean ginseng more potent than other types of ginseng. If I were selling Korean ginseng, and if this was true for my product, I would mention this in the description.

I want to clarify that I’m not against using phrases like “high quality” or “best” as long as you’ve specifically shown what makes your product “high quality” or “the best...”

***To get a better idea of how to effectively position your product, let’s look at a listing by [Vi-Tae’s natural soap](#):***

(Scroll down to next page for the full description...)

## Certified Organic ACNE TREATMENT Soap - by Vi-Tae® - 100% Pure, All Natural, Aromatherapy Luxury Herbal Bar...

from Vi-Tae®



1,820 customer reviews | 76 answered questions



### About the Product

- Soothe Acne: With our Acne Treatment Soap, banishing breakouts is as easy as washing your face! Loaded with antibacterial properties, the Tea Tree Oil in our blend helps clear up your complexion while nourishing Lavender Oil reduces soreness and calms skin.
- Fight Future Breakouts: Ready to conquer acne? Our creamy soap features Safflower Oil to remove excess dirt and toxins from your pores, keeping potential breakouts at bay! We also added Vitamin E-rich Palm Oil, which penetrates deep to offer natural protection.
- Certified Organic - Made in the USA with lots of LOVE! Our soap is handmade and contains

More ▾

## Product Description

Size: Acne Treatment Soap 4oz 1/pk

Nature's Acne Treatment! We know all too well how difficult it can be to control breakouts. For every blemish that disappears, two more seem to pop up out of nowhere. What's worse, they leave behind redness that creates damaged-looking skin. It's time to banish breakouts and regain your confidence! Vi-Tae's Acne Treatment Soap utilizes powerhouse ingredients like Tea Tree Oil and Lavender to clear up even the most stubborn of blemishes. Their soothing, antibacterial properties help naturally calm your skin and quickly reduce acne, whiteheads, and pimples. Worried about future breakouts? We've got you covered! Safflower Oil cleanses pores and removes the excess dirt and toxins that can cause acne, while Palm Oil offers a nourishing line of defense. And to help you achieve a truly radiant complexion, Rosemary, Coconut and Sunflower Oil fight free radicals, protect against sun damage, and provide unmatched hydration! There are plenty of acne treatments available, but most rely on chemical additives that can damage skin in the long run. The Vi-Tae team focuses on natural, organic ingredients to provide you with incredible results without the side effects! Why Choose Our Acne Treatment Soap? - Effectively reduces acne - Helps prevent future breakouts - Protects against free radicals - Moisturizes the skin - Certified organic ingredients Each Purchase is Backed with a 1-Year Guarantee - Satisfaction or Your Money Back! \*Stock is limited. Order today to ensure availability. Order Your Acne Treatment Soap Now and Save Your Skin!

Vi-Tae specifically describes how their soap is different from the competition. It's not just any soap but "Nature's Acne Treatment". They illustrate this by showing how the ingredients like tea tree oil and lavender specifically clear up blemishes while reducing acne, whiteheads, and pimples.

They go on to further differentiate themselves by saying while there "...are plenty of acne treatments available...most rely on chemical additives that can damage skin in the long run. The Vi-Tae team focuses on natural, organic ingredients to provide you with incredible results without the side effects!"

To maximize their value, they also offer a 1-Year guarantee and savings when you buy multiple soaps.

Vi-Tae did a great job with their listing. Their description is clear, focused, and benefit-driven. The company knows exactly what their consumers are looking for and position themselves as the perfect product to solve their problems.

### ***Focus On Providing Maximum Value***

In the end, you want to be offering as much value as you can to your customers without overly cutting into your profits. One way to provide more value is by offering a strong money-back guarantee. A strong money-back guarantee is a great way to increase sales since it eliminates the customer's worry if something is wrong with the product. But if you're planning to offer a guarantee, be sure that you honor it.

Another way to boost your value is to include a free gift or bonus as part of your customer's purchase. For example, you can include a free eBook of handy exercises if you're selling exercise bands. Or you can include a complimentary pen as part of a journal set, or a free bookmark with a novel. These little bonuses make a big difference and increase the chances of customers purchasing from you in the future.

You can also offer discounts for multiple purchases. You may lose a bit of money for each sale but you'll end up making up those costs in extra sales. Plus, you'll be increasing your chances of more people learning about your product in the process which means more potential sales.

These are just a few of the possible ways to provide extra value while differentiating your product from your competitors. While doing your

research, spend some time thinking of your USP and how you can position your product so that customers will choose yours over similar ones. I guarantee this will make a difference in your sales on Amazon.

***To give you some ideas, here are 10 ways you can position your product. This list is not exhaustive and is just a starting point on how you can position your product on Amazon:***

**1. Being better in some way**

Highlight how your product is better than competitors. For example, if your electronic device offers 20% longer battery life than similar ones, you should definitely mention that.

**2. Being unique or different**

Highlight a unique feature or aspect of your product. This could be a special feature that makes your product different from competitors, such as being waterproof or scratch-resistant.

**3. Being faster**

For example, helping shoppers to solve their problems more quickly. Or this can relate to having faster shipping or 24/7 customer service.

**4. Being more economical**

If you show how your product saves your customers money, they'll be more inclined to buy from you. For example, if you're selling a water filter, you can show how much cheaper it is compared to buying plastic water bottles over the long run.

**5. Being luxurious**

Show how your product elevates your customers' social standing. This is what Apple and Louie Vuitton have successfully done.

**6. Being better quality**

Mention how your product is made from higher quality materials so that it performs better or last longer than similar products.

## **7. Being organic or natural**

As people are becoming more health-conscious, they are seeking out healthier options. If you're selling an edible product, you can mention that it contains organic or natural ingredients (if this is true) to help keep shoppers healthy.

## **8. Being sustainable**

You can show how your product is sustainable and helps to protect the environment and planet.

## **9. Providing a specific benefit**

Highlight a unique benefit that makes your target customer's life easier or better, such as offering superior reliability or durability.

## **10. Solving a specific problem or need**

Show how your product solves a problem or need that your customers are having. For example, Sensodyne has successfully marketed their toothpaste as an effective way to reduce tooth sensitivity.

# Your Action Plan

Effective brand and product positioning help you to stand out from the crowd. It creates a positive image of your brand and product in your target customer's mind and influences their perception of what you have to offer in relation to your competitors.

## **Step 1:**

Conduct market research and ask your customers why they purchased your product, what they liked and disliked most, and their experiences with. I've included a chart to help get you started. Keep in mind this list is just a starting point and you can get a lot more in-depth with your customer research.

<b>Things liked</b>	<b>Things disliked</b>	<b>Overall experiences</b>	<b>Common themes</b>

## **Step 2.**

Write out 3 ways you can provide more value to shoppers. Can you bundle your product with a free gift? Do you offer a strong money-back guarantee? Find ways you can provide the most value to shoppers.

- 1.
- 2.
- 3.

### **Step 3:**

Check out your top competitors and see how they have positioned themselves in the marketplace.

Competitor 1.

Competitor 2.

Competitor 3.

### **Step 4.**

Jot down 3 different ways you can position your product that differentiates yourself from your competitors. Remember, it's better to position your product in an area where your competitors show some weakness.

1.

2.

3.

### **Step 5:**

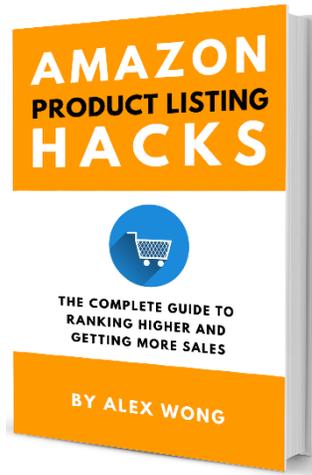
Create your unique selling point (USP) that you think will demolish your competitors. Remember, a USP is a short sentence that shows the unique benefits and advantages that your product offers so keep it clear and concise.

Be sure to avoid Yeah Whatever...statements and clearly show how your product helps your target customer. A USP should be something that you can deliver so promising the best service in the world isn't going to cut it.

### **USP Statement:**

## Further Reading

### *Amazon Product Listing Hacks: The Complete Guide To Ranking Higher and Getting More Sale*



So you've learned how to effectively position your product in the market place.

But what about the rest of your listing?

After all, proper brand and product positioning is just one keys to succeeding on Amazon...

How do you create product titles that get clicks?

How do you write irresistible bullet points that get shoppers excited?

And how do you create a product description that engages shoppers and inspires them to buy your product?

If you want a simple, actionable and practical way to create high-converting product listings, check out my book Amazon Product Listing Hacks: The Complete Guide To Ranking Higher and Getting More Sales.

This is a step-by-step approach to selling on Amazon that teaches you how to create powerful product listings that boost your conversion and sales.

My approach leverages the power of sales copywriting and consumer psychology to draw customers in and compel them to buy your products.

So are you ready to take your Amazon product listings up a notch?

If so, check out the book by clicking the link below:

<http://alexwongcopywriting.com/amazon-hacks-ebook/>

## About Alex Wong

Alex Wong is the “Hijack” Copywriter and founder of [Alex Wong Copywriting](#). He helps you capture more leads and sales by "hijacking" your prospects' minds with irresistible content. He's on a mission to win you more customers and make you stand out from the competition.

Whether you're a small business or corporate, it doesn't matter. He'll work with you to ensure your copy needs are met and deliver the best results possible.

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### ***Professional Amazon Product Listing Copywriting Services***

Want to give your Amazon sales a boost? I can help. I'm professionally trained and skilled at creating Amazon product descriptions that rank high and compel shoppers to buy from you.

Whether you're an established seller or are selling your first product, it doesn't matter. I'll work with you to ensure your product stands out from the crowd.

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