

Your personal positioning framework

Position yourself for career success

As a product marketer, you know how essential positioning is when it comes to product success. But how often do you stop to think about your personal positioning?

Your career path deserves the same intentionality and clarity that you bring to your work. That's why we're sharing this personal positioning framework – to help you articulate your unique strengths, define the value you bring to the table, and align your career with your long-term goals.

Whether you're looking for a new role, seeking a promotion, or just wanting to refine your narrative, this framework is designed to give you the tools to succeed.

How to use this framework

Using this framework is simple. It's built around a few key prompts to guide your thinking and ensure you craft a compelling personal brand that resonates with the right people. Follow the steps below:

1. **Start with "I am"**

This is where you define yourself. What type of product marketer are you? Think about the key strengths and roles that describe you best, whether it's product launch expert, go-to-market strategist, or customer insights specialist.

2. **Define how you help businesses to succeed**

What are your greatest strengths as a product marketer? How do you help businesses to achieve their goals? If you're unsure, check out [Product Marketing IQ](#) for an assessment of your strengths.

3. **Describe how you create value**

Think about the skills and techniques you use to make an impact. This is your chance to showcase the methods you use to help businesses succeed – whether that's

through data-driven analysis, cross-functional collaboration, or hands-on leadership.

4. Identify your audience

Think about the types of companies or industries where your strengths are most needed. Are you best suited to SaaS startups, B2B companies, or perhaps e-commerce platforms?

5. Pinpoint the challenges you solve

What problems are these companies facing that you're uniquely positioned to fix? Whether it's increasing product adoption, improving customer retention, or refining messaging, clarify the pain points you address.

6. Reasons to believe

Finally, add credibility by including metrics or proof points that back up your claims. Do you have measurable successes, awards, or certifications? Highlight them here to build trust.

Feel free to tweak the framework based on your goals and aspirations. Use it as a living document, evolving it as you grow in your career. Happy positioning!

I am	
I help	
By	
For	
Who	
Reasons to believe	

Example

I am	A customer-focused product marketer.
I help	Improve product adoption and drive growth.
By	Using data-driven insights to develop targeted go-to-market strategies, building alignment between sales and product teams, and creating compelling messaging that resonates with decision-makers.
For	Fast-growing tech startups and mid-sized companies.
Who	Struggle with low product adoption rates and inconsistent messaging across channels, leading to customer confusion and slower growth.
Reasons to believe	Successfully drove a 20% increase in product adoption for a SaaS platform in 6 months by implementing a revamped messaging framework and launching a cross-functional GTM strategy. Received internal "Marketing Excellence" award for exceeding growth targets in two consecutive quarters.

Looking for more resources to help you advance your career?

Here are a few to get you started:

- [Design your PMM path: Your guide to building a life you love](#) – the source of this very framework
- [Landing your dream product marketing job playbook](#)
- [The road to the C-suite: Five career paths, one journey](#)

Plus, we've got [a whole course](#) designed to help you fulfill your career goals!