

## The Premise Behind *Obviously Awesome* by April Dunford

The book argues that:

**Most businesses don't have a product problem — they have a positioning problem.**

In other words, you might already be great...

...but customers don't *get* it.

### The Big Premise

Positioning isn't what you say. It's how customers understand what you are.

April's main point is:

If people don't instantly "see" your value, it's not because you're not awesome... it's because you haven't framed your awesomeness correctly.

### "Awesome" Is Contextual

Your product isn't inherently great or bad — it's great *for someone*, compared to something else.

So "awesome" depends on:

- who it's for
- what problem they have
- what they're comparing you to
- what category they put you in

### Positioning = Making the Right People Say:

"Oh wow... that's exactly what I need."

Not: "Huh... interesting. So what is it again?"

### The Key Insight

Most companies try to position themselves by saying:

- "We're innovative"
- "We're customer-focused"
- "We're the best"

April says that's useless.

Instead, great positioning comes from answering:

**Why do your best customers pick you over alternatives?**

That's the whole game.

**The Book's Core Message**

You don't need to change your product.

You need to change:

- the market frame
- the category
- the language
- the comparison

So that your strengths become *obvious*.

**6 Questions**

1. **What makes you special?**
2. **Who would be upset if you disappeared?**
3. **If you didn't exist, what would customers do instead?**
4. **Why do customers buy from you?**
5. **What does your marketing say you so?**
6. **What is your "obviously awesome?"**

April lays out a practical method to:

1. Find what truly differentiates you
2. Identify your best-fit customers
3. Understand competitive alternatives
4. Pick the right market category
5. Build a positioning that clicks instantly

**The Heart of the Book**

"Positioning is the act of deliberately defining how you are the best at something that a defined market cares a lot about."

That's the premise in one sentence.