**PRODUCT STRATEGY WORKSHEET**

TARGET CUSTOMERS Those for whom the product will deliver the most value.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Persona 1 | Persona 2 | Persona 3 |
| DEMOGRAPHICS |  |  |  |
| VALUES |  |  |  |
| NEEDS |  |  |  |

GROWTH AND SCALE Key elements that support the product’s growth and the strategies to scale that growth.

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| --- | --- | --- | --- | --- |
| ACQUISITION | RETENTION | EXPANSION | COST STRUCTURE | MARKETING CHANNELS |
|  |  |  |  |  |

DIFFERENTIATION AND COMPETITION What makes the product stand out from the competition.

|  |  |  |
| --- | --- | --- |
| COMPETITOR NAME | COMPARISON: Better, Equal, or Lagging | ACTION: Monitor, Maintain, or Improve |
|  |  |  |
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