



# 5 Step Guide to **MARKET POSITIONING FOR COUNTRY CLUBS**

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**WEBDESIGNPHOENIX**



# INTRODUCTION

One of the first steps in any marketing campaign is to define your club's positioning strategy. Rather than coming across as just another golf course offering the same "18-hole championship course", set yourself apart.

It starts by identifying exactly WHY you exist, WHO you want your clients to be, WHAT solutions you offer, and HOW you provide those solutions.

Sounds simple right? This is an exercise that most golf courses don't bother spending time on. The ones that do, end up cutting corners and using canned, meaningless expressions to describe their facility - like "best conditions" and "tees for players of all abilities".

This guide outlines the steps to follow and the questions you need to answer. It may not be easy (if you do it right), but it is always time well spent. The more detail you are able to provide, the better you'll be able to differentiate and stand out from the pack.





# DON'T WASTE YOUR TIME

This exercise is about crafting thoughtful and specific details about your business that you'll use to attract the right customers. Resist the urge to fall into the "ocean of sameness". Here's what I mean:

Generic terms like "**market leader**", "**best customer service**", or "**highest quality experience**" are what everyone else writes about themselves. This talk doesn't say anything if you think about it from the customer's perspective.

A generalized "mission statement" is not a positioning strategy either.

Clichés only serve to bore your audience with more of the same. Going that route renders this exercise a complete waste of time.

**Be specific. Be precise. Own a niche. Deliver value.**



# DIRECTIONS

For each of the 5 steps in the pages that follow, use the questions to serve up ideas to write about in each category. Our questions are just guidelines...let the ideas flow.

The goal is to answer the questions with as much detail as possible. It's about learning more about yourself and your organization, what you truly stand for, and where you will have the best opportunity to succeed.

Each section should result in at least several paragraphs worth of high quality content. [Here's a link to read our own responses.](#)

In the end, all this work will culminate into a precise positioning statement for your club. This is your most succinct answer to the question:

## What's your club about?





# 1. CURRENT STATE

## EVALUATE HOW DIFFERENTIATED YOU ARE TODAY.

Separate yourself from the herd. Avoid the temptation to be all things to all people. Start with where you stand right now.

Who are your biggest competitors?

Who is the market leader in your space?

What are your selling points against them?

What makes your club unique?

Write 1 - 3 sentences about what you stand for and how you differentiate currently.



# 2. YOUR PURPOSE

**THIS IS THE “WHY” OF YOUR  
ENTIRE BUSINESS MODEL.**

Besides profits, why does your club exist?

What would people miss if you weren't  
around tomorrow?

Why do you go to work every day and why  
should your customers care?

What value are you delivering specifically?

What specific problems do you solve?





# 3. YOUR BEST CLIENT

## IDENTIFY “WHO” YOU WANT TO DO BUSINESS WITH

What audience are you hoping to attract?

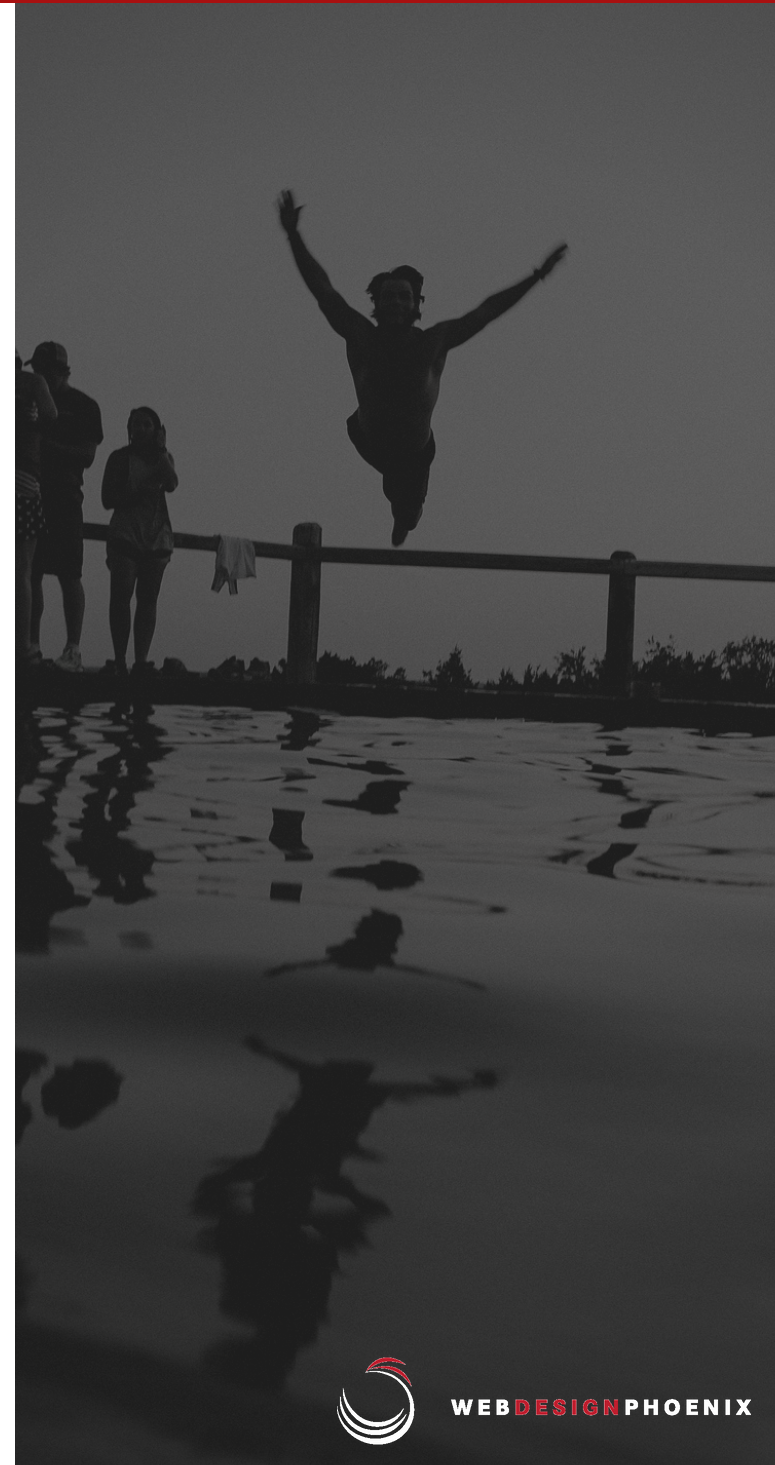
What types of customers have been most successful in the past?

What traits do they have in common?

Where are your best customers and with what mediums can you reach them?

What types of clients do you most enjoy working with?

What types of clients do you NOT want to do business with?



# 4. CORE COMPETENCY

## SPECIFICALLY “WHAT” YOU DO FOR YOUR CUSTOMERS

What goods or services do you offer and what are you expert in?

What do you do better than your competitors?

Which of your goods/services provide the most value to your clients?

If you could only provide one good/service, what would it be?

What would your top clients miss the most if your company went away?





# 5. COMPANY CULTURE

**THIS IS “HOW” YOU OPERATE AND  
THE SET OF BELIEFS YOU GO BY.**

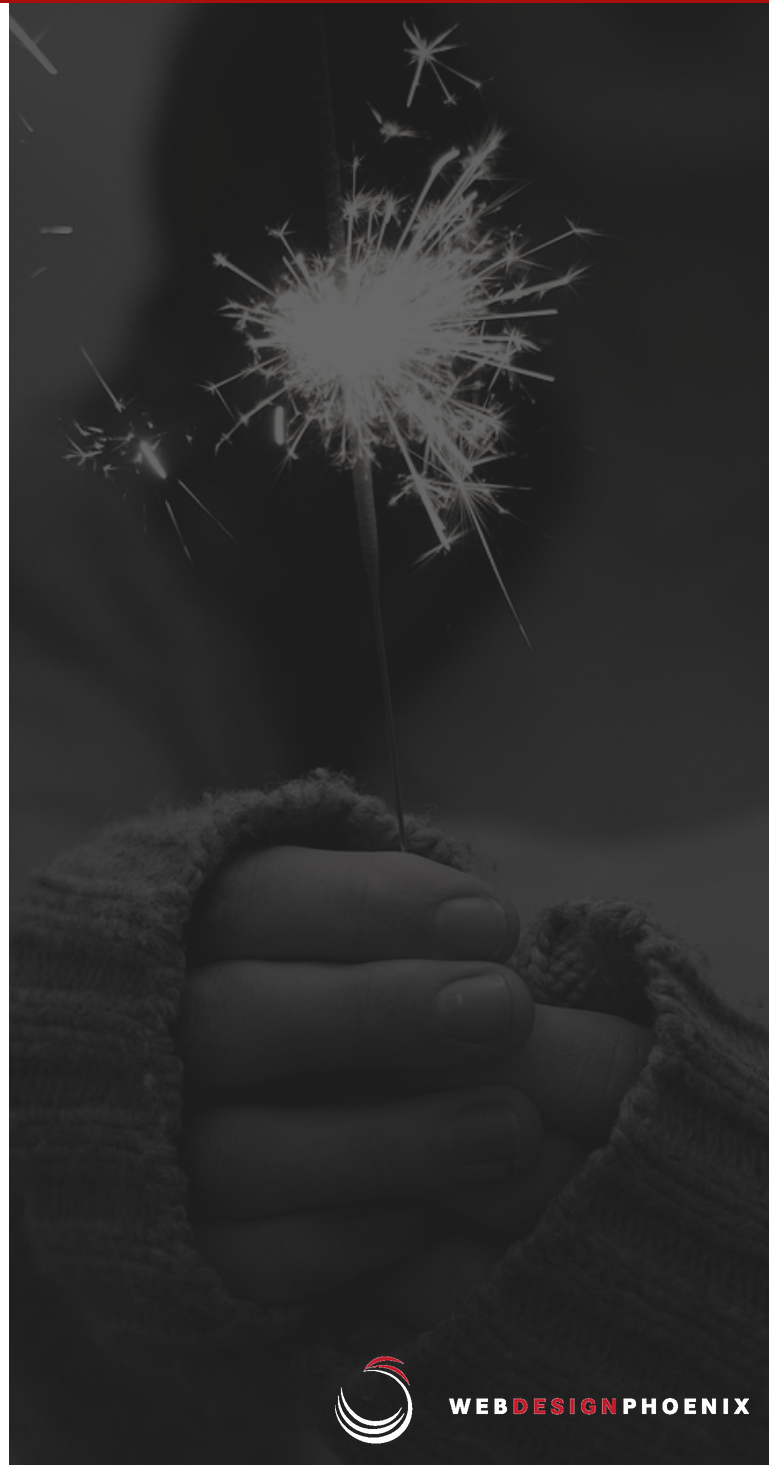
What are the philosophies and methods  
you follow to service your customers?

Do you have a unique way of thinking  
or any special work processes?

What is the one thing you would never  
change about your company?

Will you say "NO" to a prospective client  
because of your values and culture? Why?

Regardless of role, what does it take for  
someone to truly succeed as an employee  
at your company?



# CREATE YOUR POSITIONING STATEMENT

THIS SUMMARIZES WHAT YOU'RE ALL ABOUT...  
USING EVERYTHING WE'VE DONE SO FAR

Fill in the blanks:

We (provide this good/service/value/outcome “What”) for (this type of customer/company/industry/market “Who”) by (using this kind of approach “How”) because (“Why”)



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# HERE'S OURS

“We provide value-driven website design for sales oriented companies run by people we like...

for two reasons:

First, we don't enjoy working with people who aren't nice, and second, we believe that successful online marketing is not a project, but a process requiring planning, some competitive spirit, agility, and continuous improvement.”



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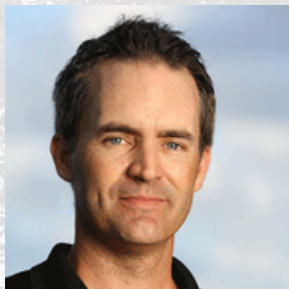


# WHAT IS WEB DESIGN PHOENIX?

We serve as an "outsourced" web development and online marketing "department" for mid-sized organizations - managing beautiful, functional, revenue-generating websites on a 100% turn key basis.

Although it can be a lot of fun, stop wasting your time fiddling with your website, social profiles, graphic design, and marketing campaigns without seeing any measurable results. We believe that your time is better spent on other aspects of your business.

In fact, we guarantee results for your organization while minimizing business risk, cash outlay, and overall "brain damage" for you and your team.



## LET'S TALK ABOUT YOUR BUSINESS:

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