



I Thought My Business Was the Problem, But It Was My Positioning

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January 10, 2026

I remember a season in business where I was doing everything “right” and nothing was working. I was showing up. I was putting in the hours. I was investing in marketing. I was delivering great work. I was trying to improve my offer. I was trying to stay consistent.

But growth still felt like a struggle. And what made it worse was this, I watched other businesses, some with worse service and weaker results take off. They were everywhere. Their name came up in conversations. They got referrals. They attracted buyers who were ready to pay. They looked like the obvious choice. And I kept asking myself:

“How are THEY winning?”

I’ll be honest. It messed with me. Because when you’re putting everything you have into your business, and competitors keep getting picked over you. It doesn’t just feel frustrating. It feels personal.

Then I Realized Something That Changed Everything

The problem wasn't my business. The problem was the way people *thought about* my business. Or more accurately, the way they didn't think about it at all. Because here's what nobody tells you when you start a company. Customers don't buy the best. They buy the first. They buy the familiar. They buy the trusted name. They buy the company they already know or already associate with the solution. And in a crowded market? If you're not the first brand that comes to mind you're usually not the brand they choose.

That's What Positioning Really Is

Positioning isn't your logo. It isn't your website. It isn't even your offer. Positioning is what happens in someone's mind the moment they think: "I need that." It's who they remember. Who they associate with the problem. Who they trust without needing convincing. And the businesses that win? They win because they own a clear, specific, memorable position in the mind of the market. Not because they're better, but because they're clearer.

And If You're Not Clear, The Market Defaults to Someone Else

That's the hard part. If you're unclear, If your message sounds like everyone else, If your offer feels generic If your brand blends into the crowd, Then people don't lean in. They move on. Not because they hate you. Not because your product isn't good. But because confusion feels risky. And when buyers are uncertain, they choose whoever feels safest. Whoever feels most familiar. Which is usually the competitor who positioned themselves better.

Years ago there was an epic battle between Beta tapes and VHS. Beta was a much better product by far but they failed to position themselves clearly in the market. The result? VHS took off and became the standard and Beta died.

Why We Created the BYOBO\$\$ Positioning Audit

That's why we built the BYOBO\$\$ Positioning Audit. Because I kept seeing too many good businesses struggle for the same reason. They were trying to grow by working harder, when what they really needed was to become the obvious choice.

This audit doesn't give you vague branding advice. It doesn't tell you to "post more content" or "run ads" without a foundation. It helps you see what's really happening, from the customer's perspective.

We analyze your business and compare it against your competitors and uncover:

- what your competitors are doing that makes them stick
- what's missing (or unclear) in your message right now
- what position you can own in the market
- and how to make people think of YOU first when they need what you sell

Because once you get positioning right, everything becomes lighter. Marketing becomes simpler. Sales stop feeling like a fight. And your growth isn't dependent on luck.

If You Feel Like You're Losing to Competitors You're Not Alone

I want you to hear this clearly: If you're struggling right now It doesn't mean you're failing. It often just means your business is positioned like a commodity in the minds of buyers. And commodities always get beat by the loudest brand or the cheapest price.

But when you own a unique position? You stop playing that game. You stop being compared. And you start being chosen.

If You're Ready to Become the First Brand That Comes to Mind Order your **BYOBO\$\$ Positioning Audit** today: <https://byoboss.pro>,