Positioning statement template

First things first: what is a positioning statement?

A positioning statement is an internal resource used to influence the way a product, service, or brand is positioned to potential customers.

Positioning statements are important because they give your product or company identity. Your prospective customer should be able to grasp what the brand, product, or business is about.

Follow the structure in the template below for an awesome positioning statement.

What	The only [category]
How	That [outline your USP]
Who	For [identify your target persona]
Where	Where [specify where your customers are]
Why	Who [indicates what the need is - what are they looking for in a product and solution?

Unsure whether you're ready to start working on a positioning statement?

Ask these questions:

- How should the brand be positioned against the competitors?

- Who is the competition?

- Who is the target customer or industry?

- What are you trying to communicate?

- What are our taglines?

- Why was this business started?

- How is the product or service designed and created?

- What is the product or service's uniqueness?

- How is the brand currently being positioned?

- How are competitors positioning their brands?