

Positioning Statement Template

Positioning Statement Template

For [your target market] who [target market need], [your brand name] provides [main benefit that differentiates your offering from competitors] because [reason why target market should believe your differentiation statement].

Target Audience Description



Key Market Differentiators

Five horizontal orange lines for inputting key market differentiators.

Target Market Needs

Three horizontal bars in red, dark green, and orange for inputting target market needs.

Positioning Proof Points

Five horizontal dark green lines for inputting positioning proof points.