

Positioning Statement Template

Use one of the below templates as a starting point to write your own brand positioning statement.

When you want to compare yourself to a competitor:

For target customer/audience **that need** audience need your product addresses, name of your product/service **is**
a define product category **that** how does your product solve your customer's need in a sentence?.

Unlike competitor, **our product** how is your product different from the competition?.

When you want to focus on your customers:

For target customer/audience, name of your product/service **is the** define product category **that will**
problem your product solves for your customer **so they can** benefit your product brings to your customer.

