Product Positioning Statement Template

Product/Brand Name

e.g. SuperWidget

Target Customer

e.g. busy professionals

Customer Need or Opportunity

e.g. need to save time managing tasks

Product Category/Frame of Reference

e.g. productivity tools

Key Benefit/Point of Differentiation

e.g. fastest automation for daily to-dos

Reason to Believe (Proof)

e.g. trusted by over 1M users, award-winning algorithms

Positioning Statement Example

For Target Customer who Customer Need, Product/Brand Name is a Product Category that Key Benefit because Reason to Believe.