

Product Positioning Statement Example

Positioning Statement Template

For [target customer] who [statement of the need or opportunity], the [product name] is a [product category] that [key benefit, compelling reason to buy]. Unlike [primary competitive alternative], our product [statement of primary differentiation].

Example

For **busy professionals** who **need to manage their tasks efficiently**, **FocusFlow** is a **productivity app** that **helps prioritize and organize daily to-do lists effortlessly**. Unlike **generic to-do apps**, **FocusFlow uses AI to intelligently suggest priorities based on user habits**.

Breakdown

Target Customer: Busy professionals
Need/Opportunity: Need to manage their tasks efficiently
Product Name: FocusFlow

Product Category: Productivity app
Key Benefit: Helps prioritize and organize daily to-do lists effortlessly
Competitive Alternative: Generic to-do apps
Primary Differentiation: Uses AI to intelligently suggest priorities based on user habits