

Product Positioning Statement Template

Target Customer

Describe your primary target customer

Market Definition

Define the market category or context

Brand / Product Name & Promise

State the offer and its benefit

Key Benefit

Summarize the primary benefit

Reason to Believe

Explain what supports your claim

Positioning Statement Template:

For *[target customer]* who *[statement of the need or opportunity]*,
[product name] is *[product category]* that *[key benefit / solution]*.
Unlike *[primary competitive alternative]*, our product *[statement of primary differentiation]*.

Fill the form above or draft directly using the template below.