

# Product Positioning Statement Format

## Target Customer

Who is your target customer?

## Market Definition

What market do you compete in?

## Brand/Product Name

Your product or brand name

## Key Benefit

Primary benefit for the customer

## Reason to Believe

Supporting proof or differentiation

*For [target customer] who [statement of the need or opportunity],*

*[Product/Brand name] is a [market category] that [key benefit].*

*Unlike [primary competitive alternative], our product [statement of differentiation or reason to believe].*