

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].