

Product Positioning Statement Format

For (target customer):

Describe the target customer

Who (statement of need or opportunity):

What customer need does your product address?

The (product name) is a (product category):

State your product name and category

That (statement of key benefit, compelling reason to buy):

Describe the primary benefit or value proposition

Unlike (primary competitive alternative):

State the main competitor or alternative

Our product (statement of primary differentiation):

Describe your unique differentiator