

# Product Positioning Analysis Template

## 1. Product Overview

Product Name

Product Description

## 2. Target Market

Target Customer Segment

Customer Needs / Pain Points

## 3. Competitive Landscape

Competitor	Strengths	Weaknesses
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

## 4. Product Differentiators

Key Differentiators

## 5. Positioning Statement

Positioning Statement

## 6. Messaging Pillars

Pillar	Supporting Points
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## 7. Proof Points

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