Positioning Statement Template

Fill in each blank, then read the six parts as one sentence.

1

For

TARGET CUSTOMER
Job title, company type, and the trigger that makes this urgent

2

who

NEED OR OPPORTUNITY
The specific problem, not the category of problems

3

[Product] is a

PRODUCT CATEGORY
What you are, in the buyer's own vocabulary

4

that

KEY BENEFIT
The reason to buy, stated as an outcome, not a feature

5

Unlike

COMPETITIVE ALTERNATIVE
The specific thing they'd use instead — name it

6

[Product]

DIFFERENTIATOR
The one claim you can defend with a fact