



# Brand Positioning Worksheet

Define the unique value your product or service brings to the table and why you are different than your competitors.



# Brand Positioning Worksheet

A positioning statement is 1 or 2 sentences. It clearly defines the unique value your product or service brings to the table, who your customers are, and why you are different than your competitors.

The purpose of this worksheet is to help you write a brand positioning statement for your business by:

- defining where you fit within your industry;
- identifying who your ideal customers are;
- documenting problems and how your specialties solve them; and
- writing down what makes your business unique on the brand positioning grid.

Start by answering the 5 questions below, then fill out the grids on the following two pages.

Print out and complete one Problem/Solution Grid for each of your specialties. Use your answers to help you fill out the Brand Positioning Template.

The Brand Positioning Template uses a formula to help you put your thoughts on paper. Consider these your initial drafts. Once you have completed at least three drafts using the template, then you can start putting your ideas together and refining them into simple sentences.

Set aside 1 or 2 hours to complete this exercise. The more time you put into this worksheet, the better your results will be. Get everybody on board and make drafting this statement a collaborative process.

## 5 Questions to Help You Determine Where You Fit Best in Your Industry

**1) What industry are you in?**

**2) What category inside that industry?**

**3) What specialties do you focus on?**

**4) What is your #1 specialty? The one you do better than anyone else.**

**5) What types of customers do you like working with best?**

## Problem/Solution Grid

Industry Problem	Your Solution	Client Benefit/Outcome
<i>Problem 1</i>		
<i>Problem 2</i>		
<i>Problem 3</i>		
<i>Problem 4</i>		

## Brand Positioning Template

	For	Specialty	Used for	Better than	Because
Your Business	Who is your ideal customer?	A concise name for your product/service.	What circumstances guarantee superior results?	Identify competitor or competing approach.	Provide evidence that backs up your claim of superiority.
Your Business					
Your Business					

## Writing Your Position Statement

Use your initial drafts from the Brand Positioning Template to brainstorm more ideas. Don't get discouraged, great positioning statements result from hours of effort and multiple editing cycles.

### Formula:

Who it's for, what the product/service is, and what the benefit/outcome is.

### Examples:

- For upscale American families, Volvo is the family automobile that offers maximum safety.
- Home Depot is the hardware department store for do-it-yourselfers.

*Use the space below as a brainstorming area:*

*Use the space below as a brainstorming area:*

# Strategic Marketing and Creative Design

Make growing your business easier with our proven approach to marketing and feel proud of the way your company looks.

