

Business Positioning Worksheet

Creating a 1-3 sentence positioning statement is step one to a great brand. Answer the questions on this worksheet and when you finish, you will be able to craft your brand positioning statement. This is where you define how you want your ideal customer to see you.

Define your target market.

This is where you should clearly articulate who your ideal customer is. Think through all the individuals, companies, and organizations that might have a need for what you offer. Be as specific as possible.

What are the specific needs of that market?

What is their pain? This is where you get into the specifics of their problem (the problem your services or product(s) will solve). Be as specific as possible.

How does your service or product satisfy that need?

How do your offerings satisfy what they want/need? Your end positioning statement makes a connection between what you offer, what they need, and how your product or service satisfies that need.

Business Positioning Worksheet (cont.)

What is special about your business?

How does it stand out from the competition? (It helps to think like a potential client.)

Clearly define the unique benefit(s) your service or product offers.

Think specifically about your product or service offerings.

What is your unique selling point? (USP).

Look at the two descriptions above. Which is more important? Is it your amazing service? Your product? Or is it a combination of both? Try to focus on one as the main selling point. Think about what customers normally say about doing business with your company.

Business Positioning Worksheet (cont.)

Now, whittle all of your points down to a 1-3 sentence positioning statement

Everything you've filled out will help you craft a concise statement that is essentially built to define how you want your target market (your ideal customer) to see you.

In a nutshell...

1. Who you are.
2. What you do.
3. Who you do it for.
4. Why they should work with you.

Examples...

For (your customer), (your company) is (what you do) that offers (your USP).

or...

(who you are) helps (who you do it for) fix the problem of (what you do) by providing (why they should work with you-USP).

Now craft your own...

Positioning statement.

It can be longer than the samples above. 1-3 sentences is ideal.
