

Product messaging and positioning template.

Use this template to distill your product positioning and shape your messaging.



VALUE PROPOSITION & PRODUCT POSITIONING

Positioning Statement

Imagine you're having a conversation with your neighbor. You want to tell them about your company's new product, but they work in a different industry, and you're not sure they'll "get" it.

Use the framework below as an exercise for drafting a positioning statement.

For _____
Define your target audience. Who is it for?

that want _____
Define your customers' challenges you're looking to solve.

our product, _____
What's it called?

is a _____
What does your product do?

that allows _____
What benefit does it provide?

Unlike _____,
Who are your competitors?

we deliver _____
What sets you apart from them?



TIP 1

Even for the most niche product, you're likely looking to target multiple audiences. Think about how the benefits of your product would resonate with the unique needs of each group.

Buyer

Benefits	Buyer 1	Buyer 2	Buyer 3
<i>What are the challenges they're facing?</i>			
<i>How can your solution solve that challenge?</i>			

Industry

Benefits	Industry 1	Industry 2	Industry 3
<i>What are the challenges they're facing?</i>			
<i>How can your solution solve that challenge?</i>			



TIP 2

Bring your product to life with a few real-world examples. How can you make it relatable to your audience through past success stories?

Product Use Case	Example	Customer Story