Positioning Statement Template

Use one of the below templates as a starting point to write your own brand positioning statement.

When you want to compare yourself to a competitor:

For _______________ that need ________________________, ________________ is a _______________ that ________________________________________.

Unlike ________________, our product ____________________________.

When you want to focus on your customers:

For _______________, ________________ is the _______________ that will _______________

_________________________ so they can ____________________________.