

## Brand Positioning Statement Template

### 1. Research Examples of Brand Positioning Statements

Researching examples can help not only with ideas but also in how to refine your statement more easily and quickly. For each example, try to identify the four essential components:

- Goal
- Summary persona
- Differentiator
- Pain point being alleviated

### 2. Identify Positioning of Top Competitors

- What is the main message they are trying to convey?
- What types of imagery are they using?
- Who are they targeting with their marketing efforts?
- How do they differentiate their brand from competitors and alternatives?
- What is the pain point they are trying to alleviate for customers?
- What kinds of advertising and marketing are they doing, and how well is it conveying their message?
- Are there any holes in their marketing message? Does the reality of their offering match up to their claims (i.e., is there a gap your brand can fill)?

### 3. Analyze Your Core Customers & Create Personas

Create one or more customer personas based on the characteristics of your ideal customer/s.

<b>Characteristic</b>	<b>Customer Persona</b>
<b>Age Range</b>	
<b>Gender/s</b>	
<b>Household Income</b>	
<b>Interests</b>	
<b>Education</b>	
<b>Employed?</b>	
<b>Professions / Job Titles</b>	

<b>Pain Points</b>	
<b>Goals When Purchasing a Solution</b>	
<b>Messaging / Value Proposition</b>	

#### 4. Craft a Summary Persona

Using your customer personas, come up with a summary description that helps them see themselves as your customer.

#### 5. Create an Overarching Goal From Your Mission & Vision

Your vision statement is the end goal of what you ultimately want for your brand, while your mission statement describes how you are pursuing your vision. Both should be reflected in your brand positioning statement in terms of your brand's goal and ideal customer types, as well as how your company is different from competitors.

#### 6. List Points of Differentiation (That Matter to Your Customer)

How are your products, services, or brand different from the competition? Whether obvious or nuanced, it must be something that is relevant and compelling to your core customers.

#### 7. Describe the Pain Points You Alleviate for Your Core Customers

As with your points of difference, the pain points must be compelling enough to your core customers that they would take action (i.e., buy from you).

#### 8. Write Your Brand Positioning Statement

Put everything above together. Use the formula below to assemble a draft of your brand positioning statement:

**Goal + Persona Summary + Differentiator = Alleviated Pain Point**

**Your Statement:**

After you've written your brand positioning statement, keep working on it until it's succinct. The shorter your positioning statement, the easier it will be to incorporate it into your marketing and advertising efforts.