



Exercise 1.1: Drafting your Positioning Statement

Draft your positioning statement using the following template:

For [your target market] who [target market need], [your brand name] provides [main benefit that differentiates your offering from competitors] because [reason why target market should believe your differentiation statement].

For _____ who _____
_____, _____ provides
_____ because _____.

Now evaluate your positioning statement by running it against the following questions:

- Does it differentiate your brand?
- Does it identify your brand's unique value to your customers?
- Does it allow for growth and long-term success?
- Does it produce a clear picture in your mind that's different from your competitors?
- Is it focused on your targeted customers?
- Is it memorable and motivating?
- Is it consistent in all areas of your business and branding?
- Is it easy to understand?
- Is your brand "promise" believable and credible?
- Can your brand own it?
- Can it withstand counterattacks from your competitors?
- Will it help you make more effective marketing and branding decisions?