POSITION STATEMENT WORKBOOK

POSITIONING STATEMENT WORKBOOK

Defining what makes you unique

Who is your customer? Who are *you?* How can you help your customer? If you can't answer these three questions, your marketing can't possibly succeed. That's where a position statement comes in.

A POSITION STATEMENT IS NOT ADVERTISING COPY.

This workbook will help you craft a position statement to guide your marketing, not necessarily be your marketing message. but it is not necessarily designed to be shared publicly.

WHAT'S INCLUDED :

WHAT IS A POSITIONING STATEMENT? 3

START WITH YOUR CUSTOMER 3

WHAT DO YOUR COMPETITORS DO WELL? 5

YOUR POSITION STATEMENT 7

REVISE AND SIMPLIFY 8

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WHAT IS A POSITIONING STATEMENT?

Positioning is about creating an impression of your company in the mind of the consumer. This statement forms the foundation of the messages you will use in your marketing programs. A positioning statement contains the following elements:

- Description of the target customer
- Benefits the target customer needs to solve a specific problem
- Your unique solution

Keep in mind, this is not advertising copy. It is an internal definition of who your company serves and what you provide. This workbook will walk you through the steps of creating your positioning statement.

START WITH YOUR CUSTOMER

Who is your ideal customer?

While lots of people may buy from you, what types of individuals and companies do you really enjoy working with? Perhaps it is a particular industry, a type of business or a demographic segment of the population.

Write a description of your ideal customer. (You will sell to other people, but selecting a segment gives you way to focus your messages so you are more relevant to the types of companies you want to attract.)

The more complete picture you can draw the easier it will be to think about your customer's pain points.

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What are their pain points?

What keeps your client up at night? To write a relevant positioning statement, you need to view the world through their eyes. Write down two to three items that cause your customers pain.

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Match Your Products to Your Customer's Needs

Once you understand what is important to your clients, you are ready to think about how you can solve their problem. On the table below, list the biggest problems which are common to your customers. Next to them, list the services you provide to reduce their pain. Focus on the services at which you excel and can deliver profitably.

What can you do to help?

Customer Need	How You Solve the Problem

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What Do Your Competitors Do Well?

In order to carve out a unique segment of the market, you need to understand what your competitors say and do. Choose three competitors and analyze how they present themselves to the world. Be honest about their strengths. If you aren't you won't really be able to figure out where your competitive advantage lies.

	Competitor # 1	Competitor # 2	Competitor #3
Target Customer			
Tagline			
Product or Service			
Expertise			
Weakness			

Where do you fit?

As you evaluate your competitors, is there an obvious niche that isn't being served? Can you identify a market segment they don't serve or a product they don't offer? How can you stand out?

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What Sets You Apart?

What is your point of differentiation? What makes you uniquely qualified to solve your customer's problems? Review the services you listed on the previous page and compare them to your competitors' offerings. What is unique about the way you deliver the product or service?

Keep in mind that price is one of the most difficult positions to defend. There is always someone willing to go lower to make a sale. Quality is too vague.

Be specific. Consider characteristics like expertise, simplicity of doing business with you or using your solution. Warranty, durability, delivery or time to solve the problem can also be key differentiators.

Sum it Up: What makes you a better choice than your competitors?

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_____

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YOUR POSITION STATEMENT

Using the information from the previous pages put the pieces together:

My target customer

_____

_____

_____

Wants, needs or is frustrated by

_____

_____

_____

We help them by providing our unique solution,

_____

_____

_____

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Revise and Simplify

Typically first drafts tend to be wordy, broad, boastful and filled with industry jargon. Go back and re-read your statement. Follow these steps:

1. Simplify it
2. Use customer language instead of jargon
3. Focus on issues that are relevant to your target customer
4. Make sure it is unique
5. Can you back it up and deliver on the promises it makes?
6. Write a second draft of your statement

My target customer

_____

_____

Wants, needs or is frustrated by

_____

_____

We help them by providing our unique solution,

_____

_____

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