

worksheet #1

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Who are you?

**What *problem* are
you solving for your
clients?**

prepared by

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loud & clear ”

Who are you?

POSITIONING STATEMENT

A positioning statement is a concise description of your target market as well as a compelling picture of how you want that market to perceive your brand. Every service and marketing decision you make regarding your brand has to align with and support your positioning statement.

Who are you?

ELEMENTS OF VALUE STATEMENT:

1. Target customer (who are we talking to?)

2. Problem to be solved (what are we solving for them?)

3. Product category (what services we offer, niche)

4. Unique value (what we provide that our competitors can't)

5. Differentiated capabilities that deliver value

Who are you?

GIVE IT A TRY! YOUR POSITIONING STATEMENT

For [target customers] who need to [solve this problem] [your product or a service] is a [category].

Unlike, competitors such as ABC and XYZ, [your product or service] delivers [these 3-5 unique value statements] by providing [differentiated capabilities].

Who are you?

NIKON POSITIONING STATEMENT

For (creative professionals with an eye for capturing and sharing beauty), (Nikon) is
(target) **(brand)**
the (digital point and shoot) that delivers (a window to their world), so they can (ex-
(category) **(point of difference)**
perience deeper connections through a shared perspective) because (of Nikon's 100
(end benefit)
year history of developing new technologies that allow you to capture and share
(reason to believe)
your experiences in their purest form, it's as if you were there)

APPLE POSITIONING STATEMENT

For (individuals who want the best personal computer or mobile device), (Apple)
(target) **(brand)**
is the (leader of technology industry) that delivers (the most innovative products)
(category) **(point of difference)**
so they can (enjoy seamless experiences across all Apple devices & be empowered
(end benefit)
with breakthrough services), because (Apple takes an innovative approach to business
(reason to believe)
best practices, considering the impact our products have on customers & the planet).

Who are you?

NOW LET'S GIVE IT ANOTHER TRY! YOUR POSITIONING STATEMENT

For _____ [target customers]
who need to _____ [solve
this problem] _____ [your
product or a service] is a _____ [category].

Unlike, competitors such as ABC and XYZ,
_____ [your product or service]
delivers _____

[these 3-5 unique value statements] by providing

[differentiated capabilities].

Next steps

TO REMEMBER

A strong positioning statement should be used as a guidepost for all your future marketing efforts, both offline and online.

It can also help you maintain focus on your brand and key services and its value proposition while you work on market strategy and tactics, either in-house or with an external marketing agency.

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**Thank
you.**

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