Positioning Worksheet

Client Name:

Date:

**Step 1: Describe Your Avatar/Target audience in as few words as possible**

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**Step 2: Describe the biggest benefit your product/service brings to your target customer**

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**Step 3: Describe how you differ from your competitors**

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**Step 4: Fill the above information into one of the templates below**

For [Target Customer] who [statement of need/want/opportunity], the [product] is a [product category] that [unique benefit] without [common pain point caused by competitors].

For [Target Customer] who [statement of need/want/opportunity], the [product] is a [product category] that [unique benefit] through [differentiator].

We help [target audience] who [pain point] to achieve/experience [key benefits] without [common pain point].

We help [target audience] who [pain point] to achieve/experience [key benefits] through [differentiator].