

Part 1:
Positioning Statement
Overview

What is a positioning statement?

A positioning statement is a brief description of a product or service and target market, and how the product or service fills a particular need of the target market. It's meant to be used as an internal tool to align marketing efforts with the brand and value proposition.

How to Write a Positioning Statement

1. Keep it brief.
2. Make it unique and memorable.
3. Remain true to your business' core values.
4. Include a credible promise of what the brand delivers to the consumers.
5. Communicate how your business is different from the competition.
6. Keep it clear enough for use as a guideline to evaluate whether or not business decisions align with the brand.

Standard Positioning Statement 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]*.

Part 2:
10 Industry-Specific
Positioning Statement
Templates

1. Software Services and Products

Business professionals need software services and products that can help them grow their business. [Company name] offers services and/or products that are easy to use and help customers make informed business decisions (**Note: really think about the value propositions that are specific to your brand's services or products**). [Company name] wants to help your business grow in the best way possible by doing [core competency #1], [core competency #2], and [core competency #3].

2. Financial Services

[Target customer groups] planning for their [end goal] count on [Company name] to help them confidently navigate major financial goals like, [example #1], [example #2], and [example #3]. [Company name] offers dedicated financial advisors and specialized financial plans to ensure you exceed all of your financial goals.

3. Food & Beverage

For [Target customer groups], [Company name] offers quality products and customer service. [Company name] takes pride in consistently delivering products that our customers include in their everyday lives. Choose [Company name]'s products for guaranteed [core competency #1], [core competency #2], and

[*core competency #3*].

4. Healthcare

Patients deserve healthcare facilities with the best quality staff and equipment. [*Company name*] is a leading healthcare provider that patients trust for comfortable and reliable healthcare. [*Company name*] is helping people like you everyday lead a healthier lifestyle, by providing [*service #1*], [*service #2*], and [*service #3*].

5. Retail

Shoppers that want to buy affordable [*retail offering: clothing, cooking, beauty, tech gear, etc.*] products love shopping with [*Company name*] for the best [*core competency, i.e. "deals" or "online delivery service"*]. [*Company name*] knows the level of service our customers expect. Our goal is to deliver an exceptional shopping experience to every customer, every time.

6. Nonprofit

[*Target donors groups*] that want to contribute to [*Company name*]'s cause are helping make a difference. [*Company name*]'s core focus is [*core competency #1*], [*core competency #2*], and [*core competency #3*]. When [*Target donors groups*] choose to

assist [Company name] we're able to achieve goals like [example #1], [example #2], and [example #3].

7. Education

[Targeted student demographic] looking to gain new skills and knowledge are learning with [Company name]. [Company name's] courses and certifications can help students accomplish [example #1], [example #2], and [example #3]. Choosing to learn with [Company name] is a choice to be part of a growing community that's invested in each learner's growth and success.

8. Real Estate

Home buyers want an enjoyable home buying experience. [Company name] is equipped with exceptional realtors that are with you during every step of your home buying process. In addition to helping you search for a home, we also offer educational resources to help you better understand the various steps of buying a home. At [Company name] we'll do our best to help find the perfect home for you.

9. Travel/Hospitality

Travelers can stay at [Company name] for guaranteed comfort and leisure. During their stay with [Company name], guests can

enjoy a meal at [*local restaurant or venue*], or spend time doing [*activity at or near venue*]. Our ultimate goal is to provide an ideal place for guests to stay while offering the best customer service possible, which we do by [*core competency #1*], [*core competency #2*], and [*core competency #3*].

10. Automotive

Car buyers that want the [*your key value, i.e. "safest" or "most affordable"*] vehicles always come to [*Company name*] for the best deals. [*Company name*] has sold over [*amount*] of cars and helped save car buyers thousands of dollars. At [*Company name*], our sales experts will assist you during every step of the process. Our team is dedicated to helping you find the perfect car for you.