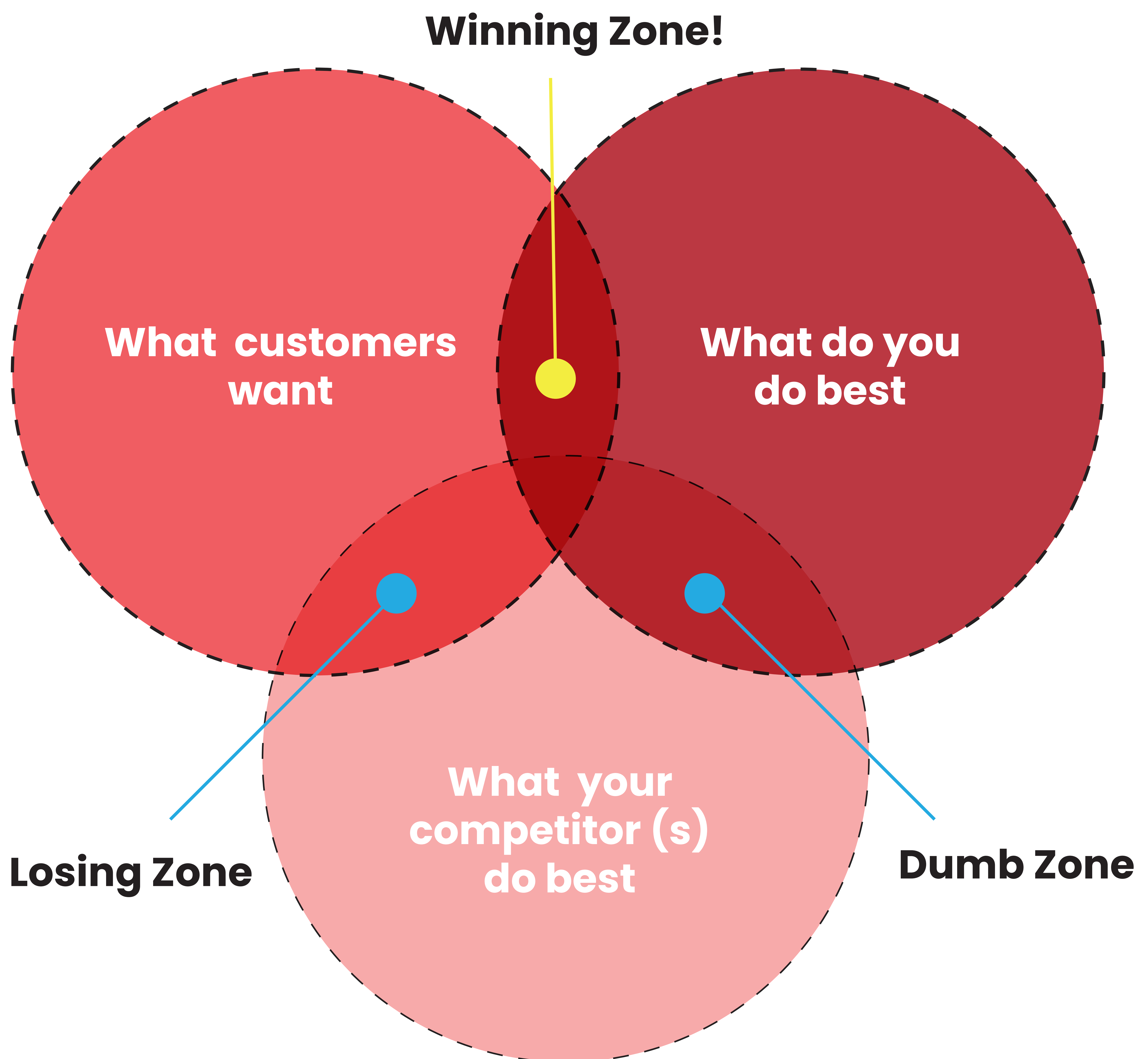




Positioning



The most effective positioning promotes what a company does best to a group of perfect customers who want and value exactly what you do. That's when you're playing in what we call the **Winning Zone**.



Where to start? Develop your positioning statement.

Please don't overthink this exercise. It's not a marketing message, but it will provide your branding, marketing and sales efforts with directions. There are examples on the next page. Good luck with yours and once again - don't overthink it!

For (target market – be as specific as possible)

(brand name) **is the** (category)

that delivers (competitive advantage – point of difference)

so they can use (user benefit)

because (reason to believe).