FREE WORKSHEET

Brand Positioning Statement Worksheet

Seven questions. One sentence your whole business can agree on, and every logo, headline and price can be checked against.

BRAND

DATE

iBrand Identity

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START HERE

The formula

> **For** *[target customer]* **who** *[need]*, *[brand]* **is the** *[category]* **that** *[key benefit]*. **Unlike** *[alternative]*, **we** *[point of difference]*, **because** *[reason to believe]*.

HOW IT WORKS

01 **Answer the seven questions in order.** Each one fills one part of the formula. Write fast first, then edit.

02 **Use your customers' words, not yours.** Pull phrases from sales calls, reviews and emails.

03 **Make every answer a choice.** If an answer would fit any competitor, it isn't finished.

04 **Assemble, cut, test.** Page 6 puts the sentence together and runs five tests on it.

BEFORE YOU START

Set aside about 45 minutes. Have three recent client conversations, your website and a list of competitors to hand. You can type straight into this PDF in Acrobat Reader, Preview, Chrome or Edge, or print it and write by hand. Save a copy before you start.

Need the thinking behind the formula? Read the full guide with examples at ibrandidentity.com/blog-template/brand-positioning-statement.

PART 1

Who you serve

01 Target customer

Describe the one buyer you want more of. Role, situation and stage. Think of your most profitable, easiest and most loyal clients: what do they have in common?

Too wide: “small businesses”. A position: “owner-led clinics raising their prices”.

02 Their need, in their words

What problem or desire makes them start looking? Write it the way they would say it.

PHRASES YOU HAVE HEARD FROM REAL CUSTOMERS

PART 2

Where you compete

03 Category

What will buyers compare you with? Choose it on purpose: “branding agency” and “brand strategy consultancy” attract different buyers and support different prices.

04 The real alternatives

What would they choose if you didn’t exist? Include the options that aren’t competitors.

A COMPETITOR

DIY, IN-HOUSE OR A FREELANCER

DOING NOTHING

05 Your point of difference

Against those alternatives, what is the one thing you do that matters to this customer? Not the longest list: the reason they would switch.

PART 3

What you promise and prove

06 Key benefit

The single most important outcome the customer gets. An outcome, not a feature. If you wrote three, circle the one they would pay for.

07 Reasons to believe

Why should anyone believe the benefit? List only what you can show today: a method, a result, a credential, a guarantee, a named client.

PROOF 1

PROOF 2

PROOF 3

No proof yet? That is useful to know. Either narrow the claim to what you can prove, or make collecting that proof your next project.

PART 4

Put it together

Drop your answers into the formula. Then cut every word that isn't doing work.

FULL VERSION — For [01] who [02], [brand] is the [03] that [06]. Unlike [04], we [05], because [07].

SHORT VERSION — [Brand] is the [03] for [01] who want [06], unlike [04].

FIVE TESTS. TICK EACH ONE IT PASSES

- ☐ **The competitor test.** Could a competitor sign it without changing a word? It passes only if the answer is no.
- ☐ **The exclusion test.** Does it make clear who you are not for?
- ☐ **The proof test.** Can you back every claim with something on page 5, today?
- ☐ **The design test.** Could a designer choose a look, a tone and a price level from it?
- ☐ **The say-it-back test.** Can a new team member repeat the short version after hearing it once?

Fewer than five ticks? Go back to the question behind the failed test, usually 01 or 05.

FROM OUR OWN WORK

Two statements in the formula

Femmix Self-initiated concept · crypto platform for women

For women entering digital wealth, Femmix is the luxury gateway to crypto. Unlike platforms that speak either in intimidating jargon or in patronising pink, Femmix treats its audience as discerning investors.

See the concept

KEMET Reisen Tour operator, Egypt

For German-speaking travellers who want to experience Egypt personally, KEMET Reisen is the private, German-speaking alternative to large package-tour operators.

Read the case study

WHAT TO DO WITH YOUR STATEMENT

Brief your designer and copywriter with it. It is the first line of every brief.

Rewrite your homepage headline from it. The short version is usually one edit away from a headline.

Put it at the front of your brand guidelines. Everything else in the document should agree with it.

Want a second pair of eyes?

The free Brand Positioning MRI™ scores your clarity, differentiation, trust and conversion readiness in five minutes. Or work through it with Martina in The Catalyst™, a one-week positioning sprint from $1,200.

Take the free MRI See the packages