

WORKBOOK

Brand positioning statement template

A short internal text that says who the brand is for, what it offers, how it is different and why people should believe it. Use this workbook with your team: answer the four questions, bring the answers together in the template and test the result.

1. Four questions to answer first

Who is the brand for?

Describe the audience by need and situation, not only by age or sector. If there are several groups, which one comes first?

What category does it compete in?

The frame customers use to understand and compare the offer. Who will they compare you with?

What makes it different?

List every benefit, then cross out those competitors could also claim. What remains?

Why should people believe it?

The proof: experience, method, results, people, history. What could you show tomorrow?

2. Bring it together

Use the answers above to complete the sentence. It is a starting point, not a rule: one or two sentences is usually enough.

For [audience] who [need or situation], [brand] is the [category] that [main benefit], because [reason to believe].

Draft 1

Write it quickly. Do not edit yet.

Draft 2

Cut every word that does not help a decision. Replace generic adjectives with concrete statements.

3. Test it

- ☐ **Choice test.** Take two recent decisions. Does the statement tell you which option fits?
- ☐ **Competitor test.** Replace your name with a competitor's. If it still works, it is not specific enough.
- ☐ **Team test.** Leadership, sales and customer service explain it in their own words - and say the same thing.
- ☐ **Proof test.** You could show evidence for every claim tomorrow.
- ☐ It fits in one or two sentences.

Completed your statement? Let's review it together.

Send us your draft or book a short call. We will tell you honestly whether it is specific enough to guide decisions - and, if it helps, how it could become the core of your brand strategy.

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