

POSITIONING STATEMENT WORKSHEET

YOUR POSITIONING

Answer these questions:

WHO: Who are you?	
WHAT: What business are you in?	
FOR WHOM: What people do you serve?	
WHAT NEED: What are the special needs of the people you serve?	
AGAINST WHOM: With whom are you competing?	
WHAT'S DIFFERENT: What makes you different from those competitors?	
SO, WHAT'S THE BENEFIT: What unique benefit does a customer get from your service?	

Classic example:

WHO: Who are you?	Bloomingdale's
WHAT: What business are you in?	is a fashion-focused department store
FOR WHOM: What people do you serve?	for trend-conscious, upper-middle class shoppers
WHAT NEED: What are the special needs of the people you serve?	looking for high-end products.
AGAINST WHOM: With whom are you competing?	Unlike other department stores,
WHAT'S DIFFERENT: What makes you different from those competitors?	Bloomingdale's provides unique merchandise in a theatrical setting
SO, WHAT'S THE BENEFIT: What unique benefit does a customer get from your service?	that makes shopping entertaining.