

Positioning Statement Template

- **For** (target customers)
- **Who** (have the following problems)
- **Our service** (what you do/provide)
- **That** (does/offers something different/unique)
- **Unlike** (reference other types of services)
- **Our service** (key point of differentiation)



Positioning Statement Example

- For trendy, upscale, affluent women
- Who have struggled to find a salon who can keep up with the latest styles
- *Salon Unique* provides cutting edge techniques and styles
- That are specifically and meticulously suited to the unique looks and features of each woman
- Unlike any other salon in this city
- *Salon Unique* uses a new software technology and employs hair artists who have been trained on matching styles to facial features, skin tones, and body types



Positioning Statement

- **For:**
- **Who:**
- **Our service is:**
- **That provides:**
- **Unlike:**
- **Our service:**

Notes

- A positioning statement is a tool to help you define who your ideal customer is and why you are different
- This is not something you need to share with customers or post in your business
- It is a 'tool' to help you as you focus your "message" and "market"

