



Product messaging and positioning template.

Use this template to distill your product positioning and shape your messaging.



Positioning Statement

Imagine you're having a conversation with your neighbor. You want to tell them about your company's new product, but they work in a different industry, and you're not sure they'll "get" it.

Use the framework below as an exercise for drafting a positioning statement.

For	
	Define your target audience. Who is it for?
that want	
	Define your customers' challenges you're looking to solve.
our product.	
our product,	What's it called?
is a	
	What does your product do?
that allows	
that allows	What benefit does it provide?
Unlike	
Office	Who are your competitors?
we deliver	
we deliver	What sets you apart from them?



Elevator Pitch | 25-50-100 words

Clarity is kindness.

Use the template below as an opportunity to tell your product's story in the simplest way you can.

25 words Tell us about your product.		
50 words Alright, we're interested. Now tell us a little more.		
100 words Whoops – looks like the elevator is stuck. Go ahead and give us the whole benefit.		



TIP 1

Even for the most niche product, you're likely looking to target multiple audiences. Think about how the benefits of your product would resonate with the unique needs of each group.

Buyer

Benefits	Buyer 1	Buyer 2	Buyer 3
What are the challenges they're facing?			
How can your solution solve that challenge?			

Industry

Benefits	Industry 1	Industry 2	Industry 3
What are the challenges they're facing?			
How can your solution solve that challenge?			

8≣	
لحتما	

TIP 2

Bring your product to life with a few real-world examples. How can you make it relatable to your audience through past success stories?

Product Use Case	Example	Customer Story

