

Product Positioning Guide

Overview

Define your product positioning, target customers, key benefits, and differentiators. Evaluate your product in the context of both the customer ecosystem and the broader market landscape. Revisit this document with each new major product release, or as market conditions change, to optimize your positioning for the current environment.

Audience

- What industry or industries do you serve? *(If you serve more than one industry, you will need a positioning document for each one.)*
- Who is the intended user?
- Who is the intended buyer? *(If this is a different person from the user.)*

Customer Problems

- What problem(s) does this product solve for customers? *(Be careful not to reverse engineer problems. When in doubt, ask satisfied customers.)*
- How does the customer benefit by solving this problem?
- What is the potential impact to the customer of *not* solving this problem?

Market Landscape

- What competitors offer similar solutions to the same problem?
- How is your solution different? (*Avoid qualitative judgements, such as "better."*)
- What potential advantage do these differences offer to customers?
- In what other ways do customers attempt to solve this problem (e.g. DIY or homegrown solutions)?

Positioning Statement

Now that you've identified your audience, the problem(s) you solve, and how your solution is different, use one of the sentence frames below to create your positioning statement. Regardless of how you choose to organize your statement, make sure you address what problem your product solves, who experiences this problem, and how your product is different.

[Product Name] helps [Target Buyers] in [Industry] [Solve Problem]. Unlike its competitors, [Product Name] [How Product Is Different].

For [Target Buyers] in [Industry], [Product Name] is a [Product Category] that [Solves Problem] so that [How Customers Benefit in a Way That Is Different].

For [Target Buyers] who [Experience Problem], [Product Name] is a [Product Category] that [Solves Problem] by [How Product Is Different].