

POSITIONING WORKSHEET

Use this Positioning Worksheet as a tool for your team to get on the same page in advance of a rebrand so that everyone in your organization understands (and can articulate) the why behind what you do.

🕒 15 min.

FOUNDATION

Where are we now?

In your own words, what is your mission?

What are your three most important goals?

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Why was this company created?

Describe your products or services.

What is your current mission statement?

What is your company vision?

What are your company's core values? What is your values statement?

Do you have a clearly identified unique value proposition?



DIFFERENTIATION

How are we different?

What is your competitive advantage?

Why do your customers choose your product or service?

What do you do better than everyone else?

Who is your competition? Is there a competitor that you admire most? If so, why?

How can your particular work background help prospects compared to others in your industry?

Why do you believe site visitors should do business with you rather than with a competitor?

What problems do your prospects have that your business solves?

What is there about you and your background that sets you apart for a special (niche) group of potential customers?



CUSTOMER

Who is our customer?

Describe your potential customers.

Can you confidently identify your target market personas?

Who is your target market?

Describe your ideal buyer/or client. Who do they work for?

What are their challenges? What is their role? What are their hobbies? Think personal.

Prioritize your stakeholders in order of importance. How do you want to be perceived by each audience?



VISION

Where do we need to go?

How do you market your product and/ or services currently?

What are the trends and changes that affect your industry?

Where will you be in five years? in ten years?

How do you measure success?

What values and beliefs unify your employees and drive their performance?

What are the potential barriers to the success of your product or service?

What keeps you up at night?

Place yourself in the future. If your company could do anything, what would it be?

If you could communicate a single message about your company, what would it be?

