



How to Write a Good Brand Positioning Statement Checklist

1. Understand the Basics

- **Define Brand Positioning:** Clearly understand brand positioning and its importance in distinguishing your brand from competitors.
- **Study Your Audience:** Identify who your target audience is, including demographics, psychographics, and buying behaviours.

2. Analyze the Market

- **Conduct Competitor Analysis:** Identify direct and indirect competitors, analyzing their brand positioning, strengths, and weaknesses.
- **Identify Market Gaps:** Look for unmet needs or underserved segments in the market that your brand can address.
- **Understand Market Trends:** Stay updated on industry trends that might influence your brand's position.

3. Define Your Brand's Unique Value Proposition (UVP)

- **Identify Core Strengths:** Determine what your brand does best and how it adds value to your customers.
- **Focus on Differentiation:** Clearly state how your brand is different and better than competitors in a way that matters to your target audience.

- **Align with Customer Needs:** Ensure that your UVP resonates with your target audience's needs, desires, and problems.

4. Craft the Brand Positioning Statement

- **Create a Template:** Start with a basic template:
 - **[Brand Name]** provides **[Target Audience]** with **[Key Benefit]** because **[Reason to Believe]**.
- **Define the Target Audience:** Be specific about who your ideal customer is.
- **Highlight the Key Benefit:** Focus on your brand's main benefit that sets it apart from competitors.
- **Add Reason to Believe:** Provide credible evidence or unique qualities that support your claim, such as product features, company history, or customer testimonials.
- **Keep It Clear and Concise:** Ensure the statement is understandable, avoiding jargon or overly complex language.

5. Refine and Test

- **Seek Feedback:** Share the draft with stakeholders, employees, and loyal customers to gather feedback.
- **Test for Clarity:** Ensure that the statement is clear and resonates with the target audience.
- **Evaluate for Consistency:** Check that the positioning statement aligns with your overall brand strategy, mission, and values.

6. Implement the Brand Positioning Statement

- **Internal Communication:** Share the final positioning statement with your team to ensure everyone understands and embodies the brand's positioning.
- **Incorporate into Marketing Materials:** The positioning statement should serve as a foundation for all marketing messages, including website copy, advertisements, social media content, and product packaging.
- **Consistency Across Channels:** Ensure the positioning is consistent across all customer touchpoints, including online and offline channels.

7. Monitor and Adjust

- **Track Performance:** Regularly assess how well the brand positioning resonates with the target audience and contributes to business goals.
- **Stay Adaptable:** Be prepared to adjust your positioning as market conditions, customer preferences, and competitive landscapes change.
- **Continuous Improvement:** Refine your positioning statement based on feedback, performance data, and new insights.

8. Document and Review

- **Create a Positioning Statement Document:** Document the final brand positioning statement, notes on its development process, key insights, and supporting data.
- **Regular Review:** Schedule regular reviews (e.g., annually) to ensure the positioning statement remains relevant and practical.