

POSITIONING STATEMENT WORKSHEET

Answer these questions:

Classic example:

WHO: Who are you?	<i>Bloomingdale's</i>
WHAT: What business are you in?	<i>is a fashion-focused department store</i>
FOR WHOM: What people do you serve?	<i>for trend-conscious, upper-middle class shoppers</i>
WHAT NEED: What are the special needs of the people you serve?	<i>looking for high-end products.</i>
AGAINST WHOM: With whom are you competing?	<i>Unlike other department stores,</i>
WHAT'S DIFFERENT: What makes you different from those competitors?	<i>Bloomingdale's provides unique merchandise in a theatrical setting</i>
SO, WHAT'S THE BENEFIT: What unique benefit does a customer get from your service?	<i>that makes shopping entertaining.</i>

YOUR positioning

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WHAT'S DIFFERENT: What makes you different from those competitors?	
SO, WHAT'S THE BENEFIT: What unique benefit does a customer get from your service?	