

# How to Write Your Brand Positioning Statement



Below is a template that can help you write your brand positioning statement.

For the (Primary Target Audience),  
(Brand Name) is the (Specific Market / Category)  
that is the (Unique Selling Proposition)  
so they can (Added Value / Benefits)  
because (Reason to Believe).

**For example:**

"For (individuals looking for high-quality drinks),  
(Coca-Cola) is a (wide range of the most refreshing  
beverages), that delivers (happiness unlike other  
beverage options), so they can (enjoy a Coca-Cola  
drink & make a positive difference in their lives),  
because (the brand is intensely focused on the  
needs of customers)."

**Now it's your turn!**

For \_\_\_\_\_,  
\_\_\_\_\_ is the \_\_\_\_\_  
that is the \_\_\_\_\_  
so they can \_\_\_\_\_  
because \_\_\_\_\_.

