



MESSAGE
MAKERS

HOW TO WRITE A

Positioning Statement



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A positioning statement is nothing more than a sentence. Simple, right?

Well, it was Martin Scorsese who said, “There’s no such thing as simple. Simple is hard.”

The same can be said of positioning statements. When written, they look absurdly simple. But the thinking behind a good positioning statement can be quite rigorous.

What exactly is a positioning statement? It’s often defined as a one- or two-sentence statement that articulates your product or service’s unique value to your customers in relation to your chief competition.

Such statements can be written about overarching master brands or about sub-brands, such as a product or service launched underneath a master brand.

They almost always contain six parts:

1. Identification of the target consumer
2. Problem or need of the consumer
3. Definition of the offering
4. Category of offering
5. Brand promise (emotional or rational benefit)
6. Compelling evidence why customers should believe that promise

Here’s a sample positioning statement for Gorilla Glue adhesive:

For serious do-it-yourselfers and professional tradesmen (1) who need an easy-to-use, long-lasting adhesive (2), Gorilla Glue (3) is the only over-the-counter glue (4) that’s both strong and versatile (5), offering a waterproof bond on just about any material for just about forever (6).

Ready to write your own positioning statement? Click below to get started.

GET STARTED

HOW TO WRITE A
Positioning Statement



Ready to write your positioning statement? Complete the fields below, then submit your information. Be sure to include the words and punctuation before and after the brackets, as well as the information indicated in the brackets.

For [target consumers]

1

[name the product or solution]

3

that [describe the emotional or rational benefit],

5

who [have the following problem],

2

is the only [product or solution category]

4

[reason to believe, written as a verb ending in -ing].

6

SUBMIT & WRITE MY POSITIONING STATEMENT



POSITIONING STATEMENT

Now that you have your positioning statement, remember that it is an internal-facing message, a guidepost for your marketing team as they strategize how to communicate with the market. And don't forget to craft different statements for each of your major products, services or offerings — or for different audiences.

