

Brand Positioning

A Practical Guide



WHAT IS IT?

Brand positioning defines how customers perceive your brand relative to competitors.

WHY IT MATTERS

- Builds clarity and trust
- Strengthens differentiation
- Supports premium pricing
- Ensures consistent messaging

POSITIONING STATEMENT TEMPLATE

For [target audience], [brand] is the [category] that delivers [unique value] because [reason to believe].

Common Mistakes to Avoid

- Trying to appeal to everyone — focus sharpens impact.
- Copying competitors — originality earns authority.
- Inconsistent communication — uniformity builds trust.

"Strong positioning is about clarity, not noise."