

Positioning Document

Positioning Statement

To _____, _____ is the
Target Audience Product/Service
_____ that _____.
Frame of Reference Point of Difference

Support

-
-
-
-
-

Tone and Manner

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-
-
-
-

Target Audience (only if complex)

- Primary
 - *
 - *
 - *
- Secondary
 - *
 - *
 - *

Tagline

Features & Benefits

Feature	Benefit
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