



Personal Positioning Statement

This page will provide you with several different approaches which have been developed and used by some of the leading marketing agencies and branding experts in the nation. This exercise uses some of the work you've already done in previous sections, you may want to review some of the prior lessons.

Geoffrey Moore, an American organizational theorist, management consultant and author of "Crossing the Chasm," suggests this format:

For

(target customers)

Who

(have the following problem)

Our product is a

(describe the product or solution)

That provides

(cite the breakthrough capability)

Unlike

(reference competition)

Our product/solution

(describe the key point of competitive differentiation)



Here is an example of a positioning statement written in this format:

For movie producers and others who depend heavily on post-production special effects, Silicon Graphics provides computer workstations that integrate digital fantasies with actual film footage. Unlike any other vendor of computer workstations, SGI has made a no-compromise commitment to meeting film makers' post-production needs.

Beloved Brands suggests this format:

For the target market

(name your target market)

(Your brand name) competes in the

(state the category or industry)

And provides this major benefit

That's because of the following reasons to believe

There is no right or wrong format — use what works for you as long as you are clearly identifying your target market, the main benefit you provide that audience and your rationale.

Previously, in the section on brand personality, we discussed the importance of creating an emotional connection with your customers. It's a much stronger connection than

