

The Positioning Statement

Identity Worksheet

THE POSITIONING STATEMENT

KODEX

Method 1

What?

The only
(insert category)

How?

that
(insert differentiation characteristic)

Who?

for
(insert target customer)

Where?

in
(insert market geography)

When?

during
(insert underlying trend)

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Method 2

To

(target audience)

our product is the

(category)

that provides

(benefits)

because

(reasons to believe)