

Product Positioning Plan Template

Basic Information

Product Name

Date

Target Market

Describe the target market, segments, personas, and their needs

Market Definition

State the market in which your product competes

Product Description

Summarize the product and its core features

Customer Pain Points

List core customer problems your product solves

Value Proposition

Describe the main value customers get

Positioning Statement

Write the product positioning statement, e.g. 'For [target market], [product] is the [category] that [benefit]'

Key Differentiators

Specify what sets the product apart from competitors

Competitive Analysis

Summarize main competitors, their strengths, and weaknesses

Reasons to Believe

Provide supporting evidence for your positioning, e.g. testimonials, awards, data

Messaging Pillars

List key messages or themes to communicate in marketing

Notes

Additional notes or comments