

# 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