

Brand positioning in one sentence

A template to fill in and test.

Positioning is the place your brand wants to occupy in the minds of those who know it. Fill in each field as specifically as you can and, at the end, put the sentence together.

The formula

For [audience], [brand] is [category] that [main benefit], unlike [alternative], because [proof].

Audience

Who do you want to serve? Be specific: profile, life or business stage, what they value.

Category

What category does your brand compete in? How would a customer describe what you are?

Main benefit

What problem do you solve or what desire do you fulfill? Think about the change the customer feels.

Alternative

What does the customer compare you with today: a direct competitor, another solution or doing nothing?

Proof

What backs up the promise: process, materials, experience, results, method?

Write your sentence

Test it

Would an outsider understand what you do and why it matters? If the sentence fits any company in the industry, it is still generic: go back to the fields and be more specific.

Fictional example, for illustration only

For owners of small custom-order bakeries, Doce Ateliê is the custom cake studio that gives a party a wedding feel, unlike shop-window bakeries, because every cake starts with a conversation about the customer's story.