

# Positioning Statement Worksheet

**TO...** (target audience)

(our organization or program name)

**IS THE...** (service category / what you provide / what business or sector you are in)

**THAT...** (the most compelling and motivating reason for differentiation that sets you apart from your competition)

**BECAUSE...** (what your target audience needs or wants)

**SO THAT...** (how what you do will benefit your target audience / what they will get out of this)

Now, put it all together in 2 – 3 sentences.

Feel free to use the back of this paper.