**[](https://www.smartsheet.com/try-it?trp=11894&utm_source=template-word&utm_medium=content&utm_campaign=Brand+Positioning+Statement-word-11894&lpa=Brand+Positioning+Statement+word+11894)Brand Positioning   
Statement Template**

Here, we use Lindsay Pedersen’s example in her [LinkedIn course](https://www.linkedin.com/learning/create-a-brand-strategy/).

|  |  |
| --- | --- |
| Who is my target customer? | Description |
| What is my business name? | Description |
| What is my customer’s frame of reference? | Description |
| What is my brand promise? | Description |
| What is the reason to believe? | Description |
| What is the customer’s reward for choosing my brand? | Description |
| Now, compile your answers in a brand positioning statement. | Statement |

|  |
| --- |
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