

POSITIONING WORKSHEET

BRAINSTORMING		EXPLANATION	COMMENTS
Can you tie your product/service into existing market opinion?	YES NO		
What are the needs of your target audience?			
What are your target audience's desires?			
Is there a hole your product/service can fill with its positioning?	YES NO		
What are the benefits of your product/service?			
How can you capitalise on these benefits?			
Is there a specific use or application with which product/service fits well?	YES NO		
Is your target audience defined enough as to be able to position your product/service based on their uniqueness?			
Can you springboard a positioning idea from your competition's positioning?	YES NO		
Can you base the position on quality?	YES NO		
Can you base the position on pricing strategies?	YES NO		
Can you position the product/service based on identified opportunities?	YES NO		
POSITION TESTING		EXPLANATION	COMMENTS
Can you simplify the message?	YES NO		
Does the position fit with the product's/service's name?	YES NO		
Is the position believable?	YES NO		
Will the target audience be interested in the position? (Will it get their attention?)	YES NO		
Is the position too broad?	YES NO		
Is the position too narrow?	YES NO		
Is the position clear and understandable?	YES NO		