



POSITIONING *STATEMENT*

Positioning. If the mind of your audience (whether that's customer, client, colleague, or anything else) can be compared to a physical environment, where do you reside? What position to you hold? What position do you *want*? Consider these questions overall, in terms of what your audience member seeks from your relationship, and in particular, in comparison to others who might also be trying to get the same resources that you seek.

This exercise will create your positioning statement. This statement can serve several purposes, including a concise, value-laden introduction as well as the beginning of your elevator speech. And just as you may seek to work with different audiences for different purposes, you should expect to create several positioning statements.

To start, answer these questions:

1. Who is your audience?
2. What do they seek?
3. What do you call your offering (this might be your name or your company)
4. In which industry are you a member?
5. What does your audience do now if they don't work with or buy from you?
6. What is your unique selling proposition, or your relevant Point of Distinction?
That is, what makes your offering different and desirable?

Now place your answers to the above questions in the following fill-in-the-blank phrase:

For the (1) who wants (2), (3) is a (4) that provides (2, again); unlike (5), (3, again) offers (6).

Just clean up the grammar, make it sound like something you'd actually say, and you have a Positioning Statement. It's that easy.