

Positioning Framework

Product/Service Name:		
Audience	Primary:	Secondary:
Tag Line:	Positioning Statement:	

Support for the Customer Promise (i.e. Positioning Statement)

Feature #1	Feature #2	Feature #3
Benefits of Feature #1 (3-4)	Benefits of Feature #2 (3-4)	Benefits of Feature #3

Additional Supporting Information

References (Who's)	Testimonials (What's)	Additional Supporting Data/examples
--------------------	-----------------------	-------------------------------------