



## Brand Positioning Statement

- > Provide 6 words
- > Apply to statement
- > Try it out for size
- > Refine it until your statement makes the most sense

	1. Customer	2. Culture	3. Voice	4. Feeling	5. Impact
	Describe your ideal customer	How would the community describe you?	How do you sound to others?	How others feel after interacting with you?	What tangible impact do you have in others
1.					
2.					
3.					
4.					
5.					
6.					

\_\_\_\_\_ provides \_\_\_\_\_ to \_\_\_\_\_ customers in a \_\_\_\_\_ environment  
CLIENT WHAT CLIENT DOES 1. CUSTOMER 2. CULTURE  
with a \_\_\_\_\_ voice. Helping them feel \_\_\_\_\_ and \_\_\_\_\_  
3. VOICE 4. FEELING 5. IMPACT