



POSITIONING WORKSHEET

DATE: _____

1. How can you tie your product into existing customer opinion?	Yes <input type="checkbox"/> No <input type="checkbox"/>		
2. What are your target audience's needs?	Yes <input type="checkbox"/> No <input type="checkbox"/>		
3. What are your target audience's desires?	Yes <input type="checkbox"/> No <input type="checkbox"/>		
4. Is there a hole your product can fill with its positioning?	Yes <input type="checkbox"/> No <input type="checkbox"/>		
5. What are your product's greatest benefits?	Yes <input type="checkbox"/> No <input type="checkbox"/>		
6. How can you capitalize on its benefits?	Yes <input type="checkbox"/> No <input type="checkbox"/>		
7. Is there a specific use or application that your product fits particularly well?	Yes <input type="checkbox"/> No <input type="checkbox"/>		
8. Is your target audience identified independently enough to position your product based on <i>their</i> uniqueness?	Yes <input type="checkbox"/> No <input type="checkbox"/>		
9. Can you springboard a positioning idea from your competition's positioning?	Yes <input type="checkbox"/> No <input type="checkbox"/>		
10. Can you base the position on quality?	Yes <input type="checkbox"/> No <input type="checkbox"/>		
11. Can you base the position on pricing?	Yes <input type="checkbox"/> No <input type="checkbox"/>		



strategies?			
12. Can you position the product based on identified opportunities?	Yes <input type="checkbox"/> No <input type="checkbox"/>		
13. Can you simplify the message?	Yes <input type="checkbox"/> No <input type="checkbox"/>		
14. Does the position fit with the product's name?	Yes <input type="checkbox"/> No <input type="checkbox"/>		
15. Is the position believable?	Yes <input type="checkbox"/> No <input type="checkbox"/>		
16. Will the target audience be interested in the position? (Will it get their attention?)	Yes <input type="checkbox"/> No <input type="checkbox"/>		
17. Is the position too broad?	Yes <input type="checkbox"/> No <input type="checkbox"/>		
18. Is the position too narrow?	Yes <input type="checkbox"/> No <input type="checkbox"/>		
19. Is the position clear and understandable?	Yes <input type="checkbox"/> No <input type="checkbox"/>		