

Creating a Positioning Statement

A great positioning statement has five data input areas to consider:

- Considers client needs
- Leans toward most-important thinking styles
- Differentiates you from your competitors' strengths
- Highlights your strengths
- Is as bold as necessary to move the business development process to the next step

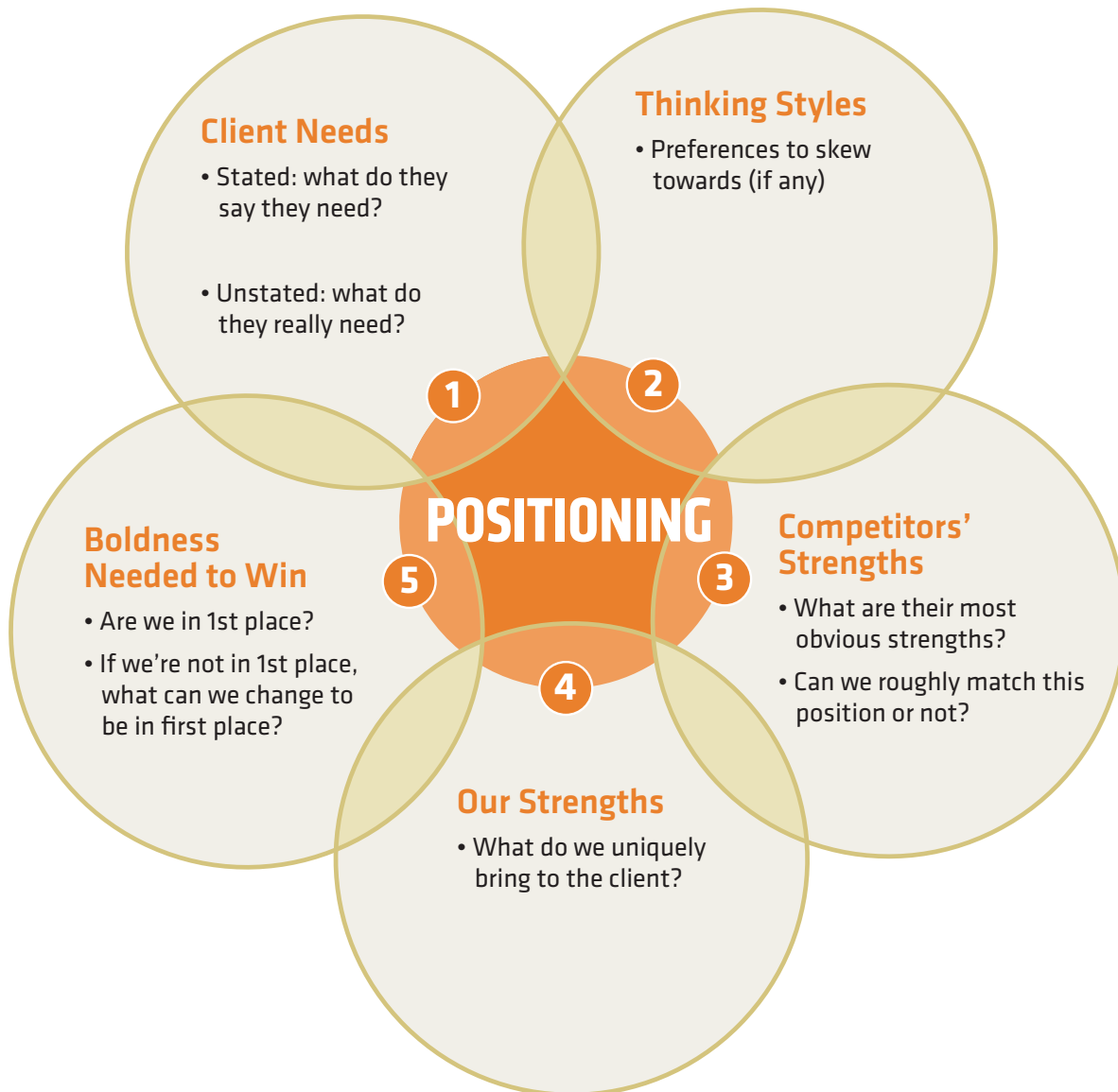
Here's how it works:

1 Determine your potential inputs. Start by answering the questions in each of the five dimensions. Search for the obvious!

2 Prioritize your answers. Circle the most important inputs.

3 Create your positioning statement. Review the circled inputs and use your Yellow mind to develop the three blanks in your positioning statement. Typically, you'll have one "competition matching" item (to match your primary competitor's greatest strength) and two truly unique items. Strive for something truly unique!

4 Develop your proof points. Make note of any supporting facts you have for the positioning statement.



Positioning Statement Worksheet

If you're looking for _____, _____ and _____
then we are a good choice for you.

Concept 1: Proof Points	Concept 2: Proof Points	Concept 3: Proof Points