

Positioning Statement Development

Date: [Insert Date]

To: [Insert Recipient's Name]

From: [Insert Your Name]

Introduction

Dear [Recipient's Name],

I hope this message finds you well. This letter serves as a template for developing our brand's positioning statement, which will guide our marketing efforts and help clarify our unique value proposition in the marketplace.

Positioning Statement Template

For **[Target Audience]** who **[Need or Problem]**, **[Brand Name]** is a **[Category]** that **[Unique Selling Proposition]** because **[Reason to Believe]**.

Next Steps

We propose a meeting to brainstorm and finalize our positioning statement. Please let me know your availability for next week.

Thank you for your attention. I look forward to your feedback.

Best regards,

[Your Name]

[Your Position]

[Your Company]

[Your Contact Information]