*Note: See the* [*YouTube tutorial*](https://youtu.be/QmjV0AyPXqQ) *for additional help with this form.*

|  |  |
| --- | --- |
| **Product or Service:** | *A one-paragraph description, in plain language, of what product or service the company offers. Avoid jargon. Keep it simple.**For example, “Media Shower is a media company that helps companies communicate clearly, then promote themselves globally, using the power of the crowd.”* |
| **Target Consumer Name:** | *This is a name that describes your target customer. (For example, “Marketing Managers” or “Tech Experts.”)* |
| **Target Consumer Description:**Describe as fully as possible from data and knowledge available; e.g.,demographics,personality,lifestyle,product/service category, etc. | *Start with a one-paragraph description of who these customers are, as best you know from your experience. (Don’t get it perfect, get it done.)**For B2B companies, also include your customer’s typical position within the company.**Then briefly sketch out their demographics and psychographics, using data if you have it – or educated guesses if you don’t. Include:** *Male/female split*
* *Education*
* *Age range*
* *Employment status*
* *Income level*
* *Personality traits (choose one side or the other):*
	+ *Inventive/Curious vs. Consistent/Cautious*
	+ *Efficient/Organized vs. Easy-Going/Careless*
	+ *Outgoing/Energetic vs. Solitary/Reserved*
	+ *Friendly/Compassionate vs. Analytical/Detached*
	+ *Sensitive/Nervous vs. Secure/Confident*
 |
| **Target Consumer Challenges / Pain Points:** | *One sentence describing the problem they’re trying to solve with your product or service, or the need that’s driving them to your solution.* |
| **Product/Service Category:** | *Describe the category you’re operating in, choosing a category that’s big enough to matter, but manageable enough to identify competitors.* |
| **Relevant Competitor(s):** | * *List 3-5 top competitors in your space. Include company name and URLs.*
*
*
 |
| **Unique Brand Benefit:** | *What is the ONE THING your company does better than anyone else? This should be a single benefit. Avoid “word salad.”**For example: “Digital communication that drives results.”* |
| **Benefit Support(s):** | *What are 3-5 features of your product or service that back up this claim? For example:** *High-performing, highly-trained team delivers high-quality work*
* *Media Shower platform allows quantity at scale*
* *The “Assembly Line” (operational excellence) delivers free-flowing pipeline of content*
* *Reporting delivers actionable metrics*
* *Monthly check-ins create “feedback loop” to improve results*
 |
| **Brand Voice:** | *3-5 adjectives that capture the tone and style you want in your communication. For example:** *Conversational*
* *Engaging*
* *Friendly*
* *Professional*
* *Trustworthy*
* *Knowledgeable*
* *Authoritative*
* *Helpful*
* *Playful*
* *Serious*
* *Irreverent*
 |
| **Summary Positioning Statement:** | For [**TARGET CONSUMER**], [**BRAND**] is the brand of [**PRODUCT/SERVICE CATEGORY**] that offers the [**UNIQUE BRAND BENEFIT**].*This is a fill-in-the-blank exercise from your answers above.**When complete, read it back to your team and double-check:** *Does it capture who we are?*
* *Does it explain why we’re unique?*
* *Is it compelling?*

*If not, iterate and improve. Remember: don’t get it perfect, get it done!* |