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

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| --- | --- |
| **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!* |