



## Business Yield Checklist to Writing a Compelling Positioning Statement

When writing your positioning statement, remember that you are selling yourself with compelling reasons why people should trust you. Therefore, make it about telling your story uniquely and authentically. Like a magic wand, it'll connect you with your audience on a deeper level. You can also get inspiration from successful brands and see how they've crafted their positioning statements. Check out the practical guide below to write your brand's unique positioning statement:

- The Who - Know Your Audience:** Picture your ideal customer and understand what they truly value or desire.
- The What - Define Your Offer:** Spell out what you're offering and why it matters to your customers' lives.
- The Why - Share Your Passion:** Let your brand's story shine through by expressing why you're passionate about what you do.
- The How - Highlight Your Uniqueness:** Showcase what differentiates you from the competition and why customers should choose you.