

POSITIONING STATEMENT

A positioning statement simply states who you are, what you do, and who you do it for. Your positioning statement is your headline, your corner stone for all of your content. If you need some help try the fill in the blank method. The short version is your elevator speech. It's what you say when people ask what you do. The extended version is great for web copy.

(A) I am a _____ who loves working with _____
and helping them by _____.

(B) I am a _____ makes _____ for people who
_____.

(A) I'm _____ (your name and business) and I work with _____
(your dream clients) who need _____ (your ideal client's need or want) by
_____, _____, and _____ (services that you offer)
because _____ (your why) .
Find out how to get started _____ (link to your site)

(B) I'm _____ (your name and business) and I make _____
(your product) for people who want _____ (your ideal client's need or want) . I love
_____, _____, and _____ (steps from your process or
what you love about your business) because _____ (your why).
You can find my products _____ (where to buy your products)