Positioning Worksheet

Client Name:

Date:

**Step 1: Describe Your Avatar/Target audience in as few words as possible**

| **Families and mothers of families that want to be healthy and maintain good overall health.** |
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**Step 2: Describe the biggest benefit your product/service brings to your target customer**

| **Keeps the family healthy** |
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**Step 3: Describe how you differ from your competitors**

| **I have 20+ years of experience and I am able to bring good quality dentistry at an affordable price.**  **A focus on honesty, the minimum intervention necessary, and providing good oral health education to the patient.** |
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**Step 4: Fill the above information into one of the templates below**

For [Target Customer] who [statement of need/want/opportunity], the [product] is a [product category] that [unique benefit] without [common pain point caused by competitors].

For [Target Customer] who [statement of need/want/opportunity], the [product] is a [product category] that [unique benefit] through [differentiator].

We help [target audience] who [pain point] to achieve/experience [key benefits] without [common pain point].

We help families who want to maintain their overall health through our experience and affordable prices.

We help families maintain their overall health - dental and financial.

**We help families maintain their overall dental and financial health.**