



BRANDING & POSITIONING · WEEK 20 OF 52

Product Positioning Template

Clarity that helps your product stand out, sell better, and scale faster.

Most products don't fail because they are bad. They fail because they are **unclear**. This template helps you answer one powerful question: *"Why should someone choose YOU?"*

The 6-Block Positioning Framework

Build your positioning step by step — from who you serve to why they should trust you.

1

Target Customer — WHO?

Who exactly are you speaking to?

Fill this: *"I help*

-----"

- Women entrepreneurs in early-stage business
- Working mothers restarting careers
- D2C founders struggling with marketing
- Coaches who want premium clients

2

Core Problem — WHAT PAIN?

What are they struggling with?

Fill this: *"Who are struggling with*

-----"

- Inconsistent sales
- Lack of clarity on direction
- Poor or invisible branding
- Low conversions despite hard work

3

Your Offer — WHAT DO YOU DO?

What exactly are you offering?

Fill this: *"Through my*

-----"

- Coaching program
- Branding framework
- Consulting service
- Experiential learning workshop

Blocks 4–6: Differentiate, Transform & Prove

4 Your Differentiator — WHY YOU?

Fill this: *"That is different because*

-----"

- Experiential, not theoretical
- Simple, actionable, built for real life
- Combines mindset and business strategy
- Designed specifically for Indian women entrepreneurs
- Focuses on implementation, not just information

5 The Transformation — WHAT DO THEY GET?

Fill this: *"So they can*

-----"

- Grow confidently with a clear direction
- Build a premium, recognisable brand
- Get consistent, quality clients
- Simplify decisions and reclaim time
- Scale sustainably without burnout

6 Proof / Credibility — WHY TRUST YOU?

Fill this: *"Backed by -----"*

- Client success stories and testimonials
- Years of industry experience
- Strong corporate or professional background
- Recognised partnerships or certifications
- Measurable, documented results

Your Positioning Statement

"I help **[target customer]** who struggle with **[problem]** through my **[offer]**, which is different because **[differentiator]**, so they can **[result]**, backed by **[proof]**."

✓ Example Positioning Statement

I help entrepreneurs who struggle with clarity and inconsistent growth through experiential learning and leadership tools, which are different because they focus on real-world application and emotional intelligence, so they can grow with confidence and make better decisions, backed by years of corporate and training experience.

Target Customer

Core Problem

Unique Offer

Proof of Results

Use this formula as your north star — every piece of marketing, every sales conversation, and every piece of content should flow from this single, clear statement.



Quick Test: Is Your Positioning Strong?

Ask Yourself These 5 Questions

- Is it clear who I help?
- Is the problem specific enough?
- Does my difference truly stand out?
- Is the outcome desirable and real?
- Does it feel believable?

👉 If YES to all five → You have strong positioning.

Founder Insight

1

Clarity = Better Marketing

Clear positioning sharpens every message you put out into the world.

2

Clear Positioning = Higher Pricing Power

When people understand your value, they pay for it without hesitation.

3

Strong Positioning = Faster Trust

Specificity signals expertise. Expertise builds trust instantly.

4

Defined Positioning = Easier Sales

Natural, effortless conversations replace hard, awkward pitches.

5

Without Positioning = Constant Struggle

Everything feels harder — marketing, pricing, selling, scaling.



RadicalEdge Learning Consultants

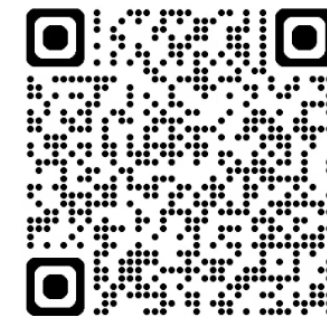
"From HIRE to RETIRE-**El** all the way"



Vanitha Choudhari



RadicalEdge Learning
Consultants



www.radicaledgelearning.com



info@radicaledge.co.in



+91 9980003519