

Positioning Grid

Find the space you want to own in your market

Positioning defines the space you want to own in your market. This grid helps you see where your brand sits relative to your competitors and identify the gap that is most aligned with your purpose and values.

Step 1: Plot the grid

Write your brand name and your key competitors in the grid below. Use price (vertical axis) and brand personality, from corporate to personal (horizontal axis). Be honest about where things actually sit, not where you want them to be.

		PERSONALITY	
		Corporate	Personal
PRICE	Premium	plot competitors + your brand here	
	Budget		



Step 2: Find your gap

Look at the grid. Where is there space that is not already crowded? Where does the gap align with how you naturally work, who you are for, and what your purpose is? That is not something you invent. It is something you step into.

Note the gap you are going to own:

Step 3: Write your positioning statement

Use one of these structures to distill your position into a single sentence.

We help **[who]** to **[do what]** by **[how you do it differently]**. Our brand exists to help **[audience]** who **[struggle or desire]**, because we believe **[core belief]**. We do this by **[your approach]**, offering **[what makes you different]**.

My positioning statement:



Step 4: Sense check

Question	Yes	No
Does this reflect my purpose and values?		
Would my ideal customer understand this instantly?		
Is this different from how my competitors position themselves?		
Could I repeat this confidently in a conversation?		

*If your top three customers described you to a friend right now, what words would they use?
Are those the words you would choose yourself?*