

# Our Brand Positioning Statement

**Target Customer:**  
Who is our customer?

FOR [Describe your target customer who needs your product]

**What are their needs?**  
The problem they seek to solve.

AND WHO HAS [Describe their specific problem or need that your product solves.]

**Secret Sauce:**  
How does our product or service uniquely solve their needs?

ONLY... [This is your unique solution or secret sauce]

**Proof: Give your customers a reason to believe!**

Metrics, results, satisfaction scores, savings, go here.