

Sample Positioning Worksheet			
<i>Company Positioning: Market leader in <insert> in the <insert> category</i>			
Key Messages and Benefits	<proof points>	<proof points>	<proof points>
	• <proof points>	• <proof points>	• <proof points>

Benefits by Audience Segment	Consumers	Businesses	Developers
	• <proof points>	• <proof points>	• <proof points>