



ACME PRODUCT POSITIONING

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COMPANY ADDRESS



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DEVELOP A PLAN

MISSION AND GOALS

[Describe your company's mission and goals.]

QUESTIONS FOR CONSUMERS

	Questions
1	<i>[List questions that you can use in your target audience profile.]</i>
2	
3	
4	
5	

AUDIENCE AND MARKET

	Audience and Market
1	<i>[Identify who makes up your target audience and your market.]</i>
2	
3	
4	
5	

QUESTIONS TO NARROW DOWN YOUR TARGET AUDIENCE

	Questions
1	<i>[List questions that you can use to help you narrow down who your target audience is.]</i>
2	
3	
4	
5	