



Positioning Worksheet

Client Name: Make Taxes Fair

Date:

Step 1: Describe Your Avatar/Target audience in as few words as possible

American Entrepreneurs

Step 2: Describe the biggest benefit your product/service brings to your target customer

Relief from the Financial and Emotional burden of taxes

Step 3: Describe how you differ from your competitors

We use the clear edge system to help them proactively

Step 4: Fill the above information into one of the templates below

For [Target Customer] who [statement of need/want/opportunity], the [product] is a [product category] that [unique benefit] without [common pain point caused by competitors].

For [Target Customer] who [statement of need/want/opportunity], the [product] is a [product category] that [unique benefit] through [differentiator].

We help [target audience] who [pain point] to achieve/experience [key benefits] without [common pain point].

We help [target audience] who [pain point] to achieve/experience [key benefits] through [differentiator].

We help american entrepreneurs experience relief from the financial and emotional burden of taxes through proactive planning and the CLEAR EDGE framework.

We help american entrepreneurs experience relief from the financial and emotional burden of taxes without breaking the law or hiding profits.