

# Positioning vs Messaging vs Copywriting

How to stop confusing your customers  
(and yourself)

## Positioning

*Strategic Foundation*

What your product is, who's it for, and why it's uniquely valuable.



## Messaging

*Clear, Compelling Articulation*

What you want to say to your audience to clearly communicate and prove your value.

## Copywriting

*Tactical Execution*

How you say it—adapting the message specifically for sales pitches, email, web, social, etc.

Think strategically about positioning first. Then craft clear messaging. Finally, execute creatively through copywriting.