BRAND POSITIONING

Build the line

Fill this in with the people who sell and deliver the work. Use one worksheet for each position you are weighing.

1 Alternatives. List at least five things your buyer could use or do instead of you, including doing nothing.

2 Points of difference. What do you offer that none of them does? List up to three. Keep only what buyers value and you can deliver every time.

3 Proof. What one piece of evidence backs each difference?

4 Buyer. Which role, in which kind of company, cares most about the difference?

5 Category. Which frame makes the difference easiest to see? For example: marketing partner, fractional CMO, or agency.

6 Draft line. Put your answers together in one sentence:

For [buyer] who need [need], we are the [category] that [difference], backed by [proof].

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Test the line

Run each check on your draft line. If any answer differs from the one you want, change the line before you use it.

CHECK	YOU WANT	YOUR ANSWER
Swap. Could your first competitor say the line honestly today? Competitor name	No	
Swap. Could your second competitor say the line honestly today? Competitor name	No	
Opposite. Could a sensible competitor claim the reverse?	Yes	
So what. Does the line end in a benefit the buyer feels, not a feature?	Yes	
Proof. Can you show evidence for the line within a minute?	Yes	

Decide

Keep the line, change the difference beneath it, or change the category.

Decision

Notes on the decision

Owner

Date

Review by