

The Positioning One-Pager

Six fields. Fill them in without hedging, qualifying or using the word 'solutions'. If you cannot, you have just found your problem — which is the point.

FOR *the specific person, not the category. Name them precisely enough to exclude someone.*

WHO *the problem they already know they have, in their words, not yours.*

WE ARE *the category you are claiming. One noun. Do not invent one.*

THAT *the single thing you do better, and that a competitor could not honestly copy.*

UNLIKE *the real alternative — including doing nothing, which is usually the actual competitor.*

BECAUSE *the proof. Not adjectives. A number, a name, a track record or a mechanism.*

Three tests before you keep it

- Would a competitor claim the opposite? If not, you have written a category description, not a position.
- Read it to someone outside the business. Can they repeat it back? If not, it is too clever.
- Does every line survive the question “prove it”? Anything that does not, cut.

Want it pressure-tested by someone whose job is finding the weak line? The Positioning Pressure-Test — 90 minutes, £450.