Brand Positioning Worksheet

A worksheet for writing a clear statement of who you help and what you do. Use words your team is happy to stand behind. If you are still guessing at a line, leave it blank and come back later.

01 Who it is for

- ☐ Name the person or team you most want to reach, using words they would use for themselves.
- ☐ Write the situation they are in when they need you. Avoid a vague market label.
- ☐ Note who you are not for, so the message stays clear.

02 What you do

- ☐ Describe the work in plain language, without a slogan.
- ☐ Name the change a good project with you should produce, in words the client would use.
- ☐ List only proof you can show: work, appearances, or results you are ready to discuss.

03 Why you, why now

- ☐ Write how this is different from the obvious alternative, without putting anyone down.
- ☐ Write why this matters now, in practical terms.
- ☐ Circle the one idea the rest of the brand should rest on.

04 Words you will use

- ☐ List phrases you want repeated in a pitch, on a site, and in a meeting.
- ☐ List words and claims you will not use, including anything you cannot defend.
- ☐ Read the draft out loud. If you would not say it, rewrite it.

> **A position is a choice.** It is not a paragraph that tries to please everyone. A useful one is short, specific, and easy to repeat.

Write the position

Use this page to draft the lines your team will actually say. Keep them short enough to remember.

For (who it is for)

Who need (the situation)

We (what you do)

Unlike (the honest alternative)

One-sentence position

Words we will use / words we will not

Use _____

Use _____

Avoid _____

Avoid _____