Identity and Positioning Starter Checklist

A short opening checklist for writing a clear position — how you describe what you do and who it is for — and checking it against the language you already use in public.

Before you begin

- ☐ Name the audience in language they would use for themselves.
- ☐ Write what the company does in plain terms, without a slogan.
- ☐ Write the change a successful project with you should produce, in words a client would use.
- ☐ Draft a one-sentence position the team can repeat.
- ☐ List claims and phrases you will use, and those you will not.
- ☐ List the channels you can keep up consistently.
- ☐ Check your existing public materials against the draft position.

Draft lines

Audience _____

What we do, in plain terms _____

_____

One-sentence position _____

_____

Language we will use _____

Language we will not use _____

Channels we can keep up _____