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Positioning statement worksheet

Fill in slowly. Then test it against real buyers' words and real won and lost deals.

For [segment] **who** [situation or trigger], **we help you** [outcome] **by** [mechanism], **unlike** [the real alternative], **which** [its limitation].

Adapted from Geoffrey Moore's positioning format (Crossing the Chasm). Pick one priority segment.

Blank	The question it asks	Your answer
Segment	Which kind of buyer do we serve best, in a way we can name? Pick one priority segment; the direction canvas allows up to three to consider, but the statement takes one.	
Situation or trigger	What has happened that makes them look for help now?	
Outcome	What is different for them afterwards, in their terms?	
Mechanism	How do we get there, in one clause?	
Category or frame of reference (optional)	What kind of thing will buyers compare us with?	
Real alternative	What would they do if we did not exist?	
Limitation	Why does that alternative fall short, specifically?	

Your statement in one sentence

The "so what?" test

For each claim: would a buyer say "so what?" Can they verify it? Could a competitor equally say it?

Test it

1. Say it aloud to five recent clients; ask them to repeat it back.
2. Compare with the deal notes from when they bought.
3. Read your last five lost deals against the real alternative.
4. Change it where these disagree.

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