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One page. Five questions. At the end, one sentence to hold every piece of copy up against.

The Positioning Filter

FIVE QUESTIONS

01

What do you want to be known for?

One thing. If you need three, you have none.

02

What in the business proves it today?

Something already true. Not what you intend to build.

03

Who is this explicitly not for?

Name them. A filter that excludes nobody is not a filter.

04

What would a competitor never say?

If they could say it too, it is not positioning.

05

What does a buyer already believe?

What they think is true about this problem before you speak.

THE SENTENCE

We are the

for

and you can tell because

THE TEST

Read your home page and your last five posts. Cut or rewrite whatever does not pass.