

STOP SOUNDING LIKE EVERY COMPETITOR

Positioning Statement Builder

If your competitor could copy your sentence and it still works, it is not positioning. Use this to write something specific enough that the right person can recognize themselves.

Specific beats cute

Cute copy that hides the point is expensive.

Proof beats adjectives

Receipts work harder than shiny claims.

Clarity beats clever

People cannot buy what they cannot understand.

Build the Statement

Use the formula, then write three versions. The first version usually sounds stiff, and that is fine.

WE HELP [SPECIFIC BUYER]

GET [SPECIFIC OUTCOME]

WITHOUT [SPECIFIC FRUSTRATION]

USING/PROVEN BY [PROOF OR DIFFERENCE]

IN/FOR [LOCATION OR NICHE]

Write Three Versions

Make one plain, one sharper, and one extremely specific. Then choose the one a stranger understands fastest.

VERSION 1

VERSION 2

VERSION 3

BEST VERSION

WHY IT WINS

Check It Before You Use It

A good positioning statement should make the right buyer feel like you understand the assignment.

- A stranger can tell who it is for.
- The outcome is concrete.
- The frustration is something buyers actually complain about.
- It does not rely on generic words like quality, trusted, or affordable.
- It gives you direction for your website, offers, and content.