



POV Pressure test

Write your category or market POV here in one sentence:

Test Dimesion	Guiding Question	Your Notes	Pass / Fail
Clarity	Would a non-expert understand this in 30 seconds?		
Relevance	Does it address a real customer pain or opportunity?		
Differentiation	Could a competitor say the same thing?		
Proof	Can you back this up with data, customers, or experts?		
Stickiness	Is it memorable enough to repeat without prompts?		
Scalability	Can it flex across campaigns, sales decks, exec comms?		

Scoring Guidance

5–6 Passes: Ready for launch **3–4 Passes:** Needs refinement before going public **1–2 Passes:** Too weak — rewrite POV

Instructions for use

A powerful POV needs to be **clear, credible, and repeatable** across channels.

Use this template to test your POV statement before launching campaigns or thought-leadership pieces.

Fill in the prompts, then score yourself against the checklist.

Pro Tip:

A POV is not a tagline. It's your unique stance on what's broken in the market and how it should be fixed.

For more like this you can visit our homepage: www.metricdrivenmarketing.com or check out the book that inspired this, Pipeline Proven, by scanning this QR code:

