



Brand Positioning Checklist

Use this simple checklist to define your brand positioning. Run through it in 10 minutes to clarify your space in the market.

- ☐ Define your target audience clearly. Who are you speaking to?
- ☐ Identify the core problem you solve for them.
- ☐ Pinpoint what makes your solution different from competitors.
- ☐ Craft a clear promise: what outcome can customers expect?
- ☐ Align your messaging with both rational and emotional benefits.
- ☐ Validate your positioning with real customer insights.
- ☐ Summarize your positioning in one sentence that can guide all content.