MODULE 3: POSITIONING, NICHE AND OFFER

Find the idea you can own

Lesson: Positioning: owning one idea in the client's mind · about 15 minutes

Use your own bookings and reviews to choose a position you can prove.

Your business (name, service, main city):

1. List your last 15 to 20 bookings. Note the client type, event type and fee for each, and circle the ones you most enjoyed and earned most from.

2. Write down the exact words past clients used in reviews or thank-you notes when describing why they chose you.

3. List five competitors near you and the one idea each seems to own. Which ideas are still unclaimed?

4. Complete the template: For [client], who [need], we are the [category] that [one idea], because [proof].

5. **Run your statement through the five-question test. Which question did it fail first, and how will you fix it?**

Check: can you now

- Explain the difference between positioning, branding and a slogan
- Identify an idea in your category that no nearby competitor clearly owns
- Draft and test a one-sentence positioning statement using a fill-in template

One change you will make this week