



Positioning Statement Worksheet

Step one: the subject you can't shut up about

What do you already talk about without being paid to?

Look at your saved folder, your search history, the tabs you've got open, the thing colleagues come to you about, the topic you're sending friends links about at eleven at night.

Two checks before you commit to it:

- Could you write 50 posts on this without repeating yourself?
- Can you name the one person who'd stop scrolling for it?

Sophie's example: Marketing. I was studying it, the space I wanted didn't exist, so I started posting about what I was learning.

Your subject:

Step two: the argument inside the subject

What do you keep saying about this that other people don't?

The subject gets you started, the argument makes you distinctive. It's the opinion you'd defend if someone pushed back. It has to be something a reasonable person could disagree with, because if nobody could argue with it, it's a description, not a position.

Sophie's example: Most of marketing is noise, the foundations are the part that matters, and you should be critical of nearly everything you see online.

Your argument:

Step three: your mission sentence

What are you going to do about it?

Turn the opinion into one sentence you can build a whole content plan on top of, and use to say no to things. It doesn't need to be public, it needs to be true and specific.

Try this shape: My mission is to _____, so that _____.



Sophie's example: My mission is to make marketing simple and accessible, so that people can tell the difference between what matters and what's noise.

Your mission sentence:

Step four: define your audience

Who are you posting for, and who are you selling to?

These are two different people. Split them, and you stop judging every post by the same number.

Community (who you post for): built for reach and conversation, so your peers see you as a place of comfort or someone worth learning from.

Your community:

Clients (who you sell to): whoever you're selling to, and it shifts as you grow.

Your clients:

Pull it together: your positioning

Combine your answers into a line or two. Subject, argument, and who it's for.
