

## Check Your Positioning Statement – Worksheet

When you have developed a positioning statement everyone agrees on, it is a good idea to test the statement.

**The positioning statement committee should review the statement by asking the following questions:**

1. Is it “true”? Does it match our company’s brand personality?  
Is it believable?  YES  NO
2. Does it make the brand “real,” and give it substance?  
Does it imbue a personality that customers can connect to?  YES  NO
3. Is it focused? Is it effective?  YES  NO
4. Is it distinctive? Can any competitors lay claim to the same position? Does it reposition the  
competition to give the company an advantage? Will it change the industry landscape?  YES  NO
5. Does it have high value for company customers?  
Will it motivate them?  YES  NO
6. Can the company “own it,” or is it vulnerable to competitors trumping it? Does it grow from  
something the company does very well? Can the company consistently deliver on its claim?  YES  NO
7. Can it be all of the above over time? Will it endure?  
Can it grow, adapt and change, but still be “true?”  YES  NO
8. Is it the most accurate and most deliverable claim the company can make?  YES  NO
9. Is it memorable?  YES  NO
10. Are any competitors already using this positioning?  YES  NO

Based on the answers to this internal “gut check,” you may need to adjust or adapt your positioning. This is why having several potential claims to consider can prove useful. Rethinking the company’s claim ensures that the company positioning statement is as distinctive as you can possibly make it.

After the committee approves the statement, open up the evaluation process to the company’s employees for discussion and comment. If a consensus is reached, the positioning statement can be tested to a wider audience, beyond company walls.