What does it take to create positioning that actually works in the real world?

This checklist sets out the key factors to build into the positioning process if the output is going to be insight-led, credible, differentiating and usable in the real world.

Customer truth and strategic role

Are you starting from a real unmet need and shaping a clear, ownable role for the brand in the customer's mind?

No → Go back to customer truth and sharpen the role.

Yes

Distinctive vision and credible proof

Does the positioning align with the proof while reflecting a unique brand vision for solving customer problems?

No → Strengthen the differentiation and tighten the proof.

Yes

Resonance and behavior shift

Does it connect emotionally and practically, and does it have the power to shift belief, choice or action in the real world?

No → Improve the fit of the proposed solution with the problem.

Yes

Internal alignment and clear KPIs

Are core stakeholders aligned around the positioning with success measures defined upfront?

No → Build brand success criteria.

Yes

Activation readiness

Can the output translate into clear messaging, decisions and next steps to convey ongoing brand development?

No → Turn it into a plan, not just a phrase.

Yes

You have the foundations of a stronger positioning!

hello@beyondblueinsight.com

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