

The brand positioning checklist

24 questions to test whether your brand is clear, different and easy to choose. Take 10 minutes, be honest, and see where your positioning is strong and where it's leaking.

For founders, marketers and agency teams

How to use it

1. Answer each question with a simple yes or no. Only tick it if you could prove it to a sceptical stranger.
2. Count your ticks in each section, then add them up.
3. Use the score guide on the last page to see what to fix first.
4. Even better: do it separately with two or three colleagues and compare answers. Disagreement is a finding.

1 Audience

You can't be positioned in everyone's mind. Who is this brand really for?

- ☐ We can describe our core customer in one sentence, beyond demographics: what they're trying to do and what gets in their way.
- ☐ We know who we are **not** for, and we're comfortable saying no to them.
- ☐ We've spoken to at least five real customers in the last three months.
- ☐ We know why our best customers chose us over the alternatives, in their words, not ours.

2 Problem and insight

Strong positioning starts from a human truth, not a product feature.

- ☐ We can name the real problem our customer is solving (the job they're hiring us to do).
- ☐ We have a consumer insight: a human truth that explains their behaviour and holds a tension.
- ☐ That insight would still be true even if our product didn't exist.
- ☐ Our marketing talks about the customer's world more than it talks about us.

3 Difference

Being meaningfully different gives people a reason to choose you, and to pay more.

- ☐ We can finish the sentence "Unlike [competitor], we..." with something customers actually value.
- ☐ Our point of difference is specific. It's not "quality", "service" or "passion".
- ☐ A competitor couldn't copy our positioning statement word for word and have it still be true.
- ☐ We could charge a premium because of this difference, not in spite of it.

Quick test: cover the logo on your homepage. Could it belong to your closest competitor? If yes, your difference isn't showing up yet.

4 Proof

Claims are cheap. Reasons to believe make positioning credible.

- ☐ We have at least three hard proof points for our difference: results, numbers, awards, testimonials or processes.
- ☐ Our proof points appear where people decide: on the homepage, product pages and proposals.
- ☐ We have customer stories that show the difference in action, not just praise.
- ☐ Everything we promise, we deliver every time.

5 Personality and distinctiveness

People need to recognise you in a glance, before they read a word.

- ☐ We have a small set of distinctive brand assets (colours, shapes, characters, sounds, lines) that are ours alone.
- ☐ We've used those assets consistently for at least a year.
- ☐ Our tone of voice is written down and recognisable, even without the logo.
- ☐ Our personality fits our positioning. The way we look and sound supports what we stand for.

6 Alignment

Positioning only works if the whole business lives it.

- ☐ Our leadership team would describe our positioning in the same way, without looking at a document.
- ☐ Our positioning guides real decisions: what we launch, what we say no to, who we hire.
- ☐ Our agencies and partners are briefed on it and use it.
- ☐ We review it at least once a year against changes in customers, culture and competitors.

Your score

Total ticks: _____ / 24

20–24

Sharp. Your positioning is clear, different and lived. Keep it consistent, protect your assets, and review it yearly.

12–19

Solid, with leaks. The foundations are there, but gaps in your weakest section are costing you. Fix the lowest-scoring section first.

0–11

Blurry. Customers may struggle to see why you, and you may be competing on price. A focused positioning reset will pay for itself quickly.

Where to start

- ☐ **Lowest score in Audience or Insight?** Talk to customers before you touch the messaging. Read [How to write a consumer insight](#).
- ☐ **Lowest in Difference or Distinctiveness?** Read [Differentiation vs distinctiveness](#).
- ☐ **Lowest in Alignment?** Run a positioning workshop with your leadership team. The [six-legged brand spider](#) is a great place to start.

Want a second pair of eyes?

I'm Roma Singhal, The Smiling Strategist™: a Sydney-based brand and creative strategist with 20+ years at Ogilvy, McCann, BBDO and Publicis Groupe across Australia, APAC and India, an EFFIE Gold winner and EFFIE Australia judge. Send me your score and I'll tell you what I'd fix first, on a free 15-minute call.

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