

Your Positioning Might Be Costing You More Than You Realise

Self-Assessment: Are You Positioned for Market Authority?

1. Clarity of Market Position

- If a potential client hears your name, what is the *first* thought that comes to their mind?

Ans:

- Can you define, in one sentence, why your brand is the *only* choice in your industry?

Ans:

- How different is your message from your competitors? If you removed your logo, would your audience still know it's you?

Ans:

2. Unique Value Proposition (UVP)

- What is the *one* thing you do better than anyone else in your industry?

Ans:

- Are you currently competing on price, service, or *something irreplaceable*?

Ans:

- If you doubled your prices today, would your audience still see your value? Why or why not?

Ans:

3. Audience Alignment

- Have you defined your *ideal* client beyond demographics? Do you understand their fears, desires, and decision-making process?

Ans:

- If you asked your last 5 clients why they chose you, would they all give the same answer?

Ans:

- How does your brand messaging tap into *basic human psychology*—trust, belonging, or self-actualisation?

Ans:

4. Emotional & Psychological Connection

- When your audience reads your messaging, do they feel *understood* or just *informed*?

Ans:

- Have you positioned yourself as a *trusted authority* or just another service provider?

Ans:

- If you disappeared tomorrow, what would your audience *lose* that they couldn't replace?

Ans:

5. Cost of Inaction

- If you don't address your positioning gaps today, what will it cost you in *one year*? (Missed revenue, lost opportunities, market invisibility?)

Ans:

- How much time and energy do you spend *convincing* prospects instead of *attracting* them effortlessly?

Ans:

- What's holding you back from fixing your positioning *right now*?

Ans:

6. Future Vision & Impact

- If your positioning was *perfect*, how would that change your client attraction, pricing power, and industry influence?

Ans:

- What would happen if your brand became *synonymous* with the solution your market needs?

Ans:

- If your competitors disappeared tomorrow, would your audience immediately turn to you, or keep looking?

Ans:

Bonus Question: Competitor Reality Check

- If I asked your nearest competitor these same questions, how would their answers differ from yours?

Ans:

- If their answers sound *too similar*, what does that say about your positioning?

Ans:

- What would it take to ensure that your brand's answer is *irrefutably unique*?

Ans:

What's Stopping Your Audience from Choosing You Instantly?

If you don't have a definitive answer, neither do they.

Let's build clarity and authority by reaching out now.

You can spend months figuring it out through trial and error, or you can get expert clarity in no time. No pressure; the choice is yours.

Just fill out this sheet and send it to us at sujoy@betterever.in, and we'll help you gain clarity at no cost.