

## 1. POSITIONING STATEMENT WORKSHEET

Clarify Your Value. Speak to the Right People. Stand Out.

## Why Positioning Matters

Exceptional professionals don't get hired because of credentials alone. They get hired because the right people understand their value and believe they are the best choice. That's what strong positioning does: it creates relevance, trust, and clarity.

Use this worksheet to craft your personalized positioning statement—the foundation of your visibility, messaging, and thought leadership.

# The Core Formula

## "I help [WHO] with [WHAT] so they can [OUTCOME]."

This formula helps you define:

- Who you serve best
- What you help them with (problem, challenge, or need)
- Why it matters—the outcome or benefit they care about

# Step-by-Step: Build Your Statement

#### 1. WHO: Who Do You Serve Best?

Be specific. Think beyond "clients" or "attorneys." Consider industries, roles, or situations.

#### Examples:

- Business partners in conflict
- Trial attorneys handling high-stakes PI cases

- Families navigating cross-border custody disputes
- General counsel managing internal commercial matters

#### Your Answer:

## 2. WHAT: What Problem or Challenge Do You Help Them Solve?

Focus on what your audience needs your help with—emotionally, legally, or practically.

#### Examples:

- Resolving conflict without court
- Settling litigation more efficiently
- Clarifying complex multi-party disputes
- Facilitating communication and closure

#### Your Answer:

#### 3. OUTCOME: What Does Success Look Like for Them?

Articulate the value you create from their perspective.

## Examples:

- Preserve the relationship and the business
- Increase client satisfaction and trust
- Move forward with clarity and closure
- Avoid costly and time-consuming litigation

## **Your Answer:**



Now draft your first version using the formula:

I help [WHO] with [WHAT] so they can [OUTCOME].

## **Your Draft:**

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Try this AI prompt in ChatGPT or Gemini:

"Help me refine my positioning as a [your profession] who works with [your audience]. I want to sound clear, credible, and aligned with what my ideal client values most."

## **Bonus: Convert to a LinkedIn Headline**

Use this formula:

## [Role] | [Audience or Industry] | [Outcome or Strength]

Examples:

- Commercial Mediator | Business Disputes | Trusted Results Without Court
- Arbitrator | Health Law & Complex Cases | Resolving High-Stakes Conflicts Efficiently

## **Your Draft:**



A great positioning statement is not a tagline. It's the strategy behind every message you share. Revisit it often as your practice evolves.