

BE THE OBVIOUS CHOICE™

Stop Competing on Price. Own Your Position.

BUILTTOBENEFIT.COM

STEP 1: DEFINE WHO YOU BENEFIT

Evaluate your potential "Best Fit" clients across the 5 key filters.

POTENTIAL CLIENT PROFILE	EASY TO FIND	CONFIDENT IN RESULTS	ENJOYABLE	HIGH IMPACT	VALUABLE

Rate 1-5.

STEP 2: HOW DO YOU BENEFIT THEM?

They are not buying what you sell. They are buying the benefit of what you sell.

LIFE BEFORE WORKING WITH YOU

LIFE AFTER WORKING WITH YOU

WHAT THEY ARE BUYING

(The thing behind the thing)

SPECIFIC IMPACT

(Time, Money, Risk, Peace of Mind)

STEP 3: DEFINE THE POSITION (COMPETITIVE MATRIX)

Rank criteria (1-5) to find the gap you can own.

YOUR POSITIONING STATEMENT

Template: We help [Target] achieve [Outcome] by [Unique Mechanism].

STEP 4: INTERNAL REALITY

Align your business behind your positioning.

- ☐ Employees can articulate our unique value proposition.
- ☐ Onboarding reinforces our specific way of working.
- ☐ Internal systems (hiring, firing, pricing) match our claim.

STEP 5: EXTERNAL OBVIOUSNESS

Make your positioning visible everywhere.

- ☐ Website headline clearly states who we help and how.
- ☐ Is your "Why Us" section crystal clear?
- ☐ Every marketing message reinforces positioning.

STEP 6: BUILD THE MOAT

Goal: Stay sharp, stay known, and stay ahead. Continue to make your position as defensible as possible through messaging and innovation—without diluting or confusing your position.

STEP 7: THE GOAL

Achieve Perceived Meaningful Differentiation.

PERCEIVED

They understand it instantly without explanation.

MEANINGFUL

It solves a specific pain they actually value.

DIFFERENTIATION

It is distinct from competitors or "DIY."

THE VALIDATION FILTER

FILTER	QUESTION	MUST BE 
Client Relevance	Do they care about this?	Yes
Category Contrast	Does it set us apart in a meaningful way?	Clear
Credibility	Can we prove it with real behavior?	Yes
Clarity	Would a 5th grader get it?	Yes
Recallability	Will they remember it tomorrow?	Sticky
Defensibility	Can competitors easily claim this too?	Hard/No