



FREE RESOURCE • POSITIONING WORKSHEET

The Positioning Probe

A self-scoring worksheet across four angles — market, buyers, competitors and trends — so you can find your weakest point before a board member, a buyer or a competitor does. It is not a verification. It is the map of what a verification would actually check.

4 ANGLES

3 CONFIDENCE STATES

ABOUT 30 MINUTES

ONE SITTING

How to use this worksheet

Work through the four angles in order. For each prompt, write your honest current answer — not the polished version in your deck — then mark the angle Unverified, Partly evidenced or Verified. An “Unverified” answer is not a failure; it is exactly what this worksheet exists to surface.

What “Verified” means here: you can name the source, the date it was current and the method behind the claim. If you cannot do all three, it is not verified yet, however confident it feels.

01 Market

Is the market real, sized honestly, and is the timing right?

1.1 State your market-size claim in one sentence, exactly as you would say it in a room.

The actual number and the actual claim — not a rounded version.

1.2 Where does that number come from, and when was it published?

Name the report, publisher or registry and the date. “I read it somewhere” is the answer this prompt is designed to catch.

1.3 Have you calculated the same figure bottom-up at least once?

Realistic number of target customers × realistic annual revenue per customer. If top-down and bottom-up disagree by a factor of ten, that gap is itself a finding.

1.4 What is your one-sentence timing verdict — window open, closing or not yet open — and why?

A timing verdict needs a forcing function: a regulatory change, a platform shift, a cost change, a dated external event.

SELF-SCORE THIS ANGLE

Unverified

Partly evidenced

Verified

02 Buyers

Who actually buys, what do they pay, and how do you know?

2.1 Describe your buyer in one sentence — without using “everyone” or “anyone who”.

Name the role, the company size and the trigger that makes them look for help.

2.2 What evidence do you have that this buyer exists and behaves as you assume?

Won and lost deals, sales-call notes, search demand, usage data — the evidence, not the assumption.

2.3 What price have buyers actually accepted, and against what comparison?

Name two or three competitors’ live public pricing you checked it against. A price nobody has agreed to yet is a hypothesis.

2.4 Is the demand you point to structural, or could it be seasonal or a one-off spike?

One strong quarter is not the same claim as sustained demand. What would you need to see to be sure?

SELF-SCORE THIS ANGLE

Unverified

Partly evidenced

Verified

03 Competitors

Where have competitors already claimed ground — and where have they not?

3.1 List every direct competitor you can name without checking anything.

Write the list from memory first, then check it in 3.2 — the gap between the two lists is informative on its own.

3.2 Have you checked each one on Companies House or a funding database in the last few months?

A competitor that has recently raised money, acquired or launched and is not on your list is a live blind spot.

3.3 Do you say “no direct competitors” or “category of one” anywhere?

If so: is the category genuinely undefined, or have you not looked widely enough?

3.4 Where exactly has a competitor left a segment, use case or price point unclaimed?

A positioning gap is a place, not a feeling. “We are better” is not a gap; “they serve enterprise, nobody serves the 50-person firm” is.

SELF-SCORE THIS ANGLE

Unverified

Partly evidenced

Verified

04 Trends

Which tailwinds and threats are you tracking — including how AI describes you?

4.1 Name the single biggest tailwind your story depends on, and its source.

A tailwind that cannot be traced to a named, dated development is a hope, not a trend.

4.2 Name one threat that could undercut your positioning — and how you would know it had started.

Every strategy has at least one credible way to be wrong. Not naming it is the real weakness.

4.3 Ask ChatGPT, Perplexity, Gemini or Claude “What does [your company] do?” in a fresh, logged-out chat. What comes back?

Note anything wrong, stale or missing — an old offer, outdated pricing, or no answer at all.

4.4 Ask the same tool how you compare with your top named competitor. Is it accurate?

Gaps here usually trace back to thin or vague public copy about what you actually do.

SELF-SCORE THIS ANGLE

Unverified

Partly evidenced

Verified

FREE TOOL

Our free AI Visibility Signal runs prompts 4.3 and 4.4 across the main assistants for you:
thrivefinity.uk/ai-visibility

05 Synthesis

Draft your one-sentence positioning statement — the sentence everything else has to support.

Using only what you scored Verified or Partly evidenced above, draft the one sentence your website, deck and sales emails should all support.

5.1 In one sentence: what is true about your market, your buyer, your competitive gap and your timing, all at once?

If you need an angle you scored Unverified to make this sentence work, that is the angle to fix before you say it to a buyer.

5.2 Which single angle, if properly verified, would change this sentence the most?

That is your highest-leverage next step.



Your Four-Angle Scorecard

Transfer your self-scores here.

ANGLE	YOUR SELF-SCORE	NOTES
01 · Market		
02 · Buyers		
03 · Competitors		
04 · Trends (incl. AI visibility)		

WANT IT VERIFIED?

From Positioning to Pipeline.

Start with a free **First Signal** on your positioning: does your message stand out, or blend in?
thrivefinity.uk/go-to-market-build

A **Go-to-Market Build** turns a verified positioning statement into the website, sales deck and email sequence that carry it — with every claim sourced and signed by a named verifier.

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