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MINI MASTER CLASS 1 · FREE RESOURCE

THE POSITION PLAYBOOK

Claim the territory your market is giving to someone else.

JoeCalliProd Marketing & Design

Marketing That Mobilizes. Design That Reigns.

Why this matters

Most brands do not have a marketing problem. They have a development problem disguised as one. They post, they pay for ads, they redesign the logo, and the market still files them under the same label: another option.

> *Your position is not where you think you are. It is where your market places you when you are not in the room.*

THREE SIGNS YOU LAUNCHED BEFORE YOU WERE READY

- Inconsistent messaging. You describe your business differently depending on who is asking.
- Pricing confusion. You undercharge because you doubt your value, or overcharge and cannot defend it.
- Identity drift. Your brand looks different on every platform and nobody can say what you stand for.

Every week spent this way adds to your brand debt. It does not show on a balance sheet. It shows up as pricing ceilings you cannot break, clients who are the wrong fit, and spending that produces activity without authority. This playbook is how you start paying it down.

Lesson 1: The three positioning dimensions

A position is the specific territory your brand holds in the mind of your market. It has three dimensions, and all three have to be answered on purpose.

Dimension	The question	Your answer
Horizontal	Who, exactly, is your client? Not a broad category. The precise slice defined by industry, stage, mindset, and how they buy.	
Vertical	Where do you sit in the value hierarchy: entry point, premium specialist, or elite operator? Your pricing and delivery must match.	
Competitive	What do you do that the most obvious alternative does not? This is a structural fact, not copy.	

> *If you are positioned for everyone, you are chosen by no one. Specificity is leverage you build on purpose.*

Lesson 2: The Position Gap Analysis

Audit the terrain before you claim it. Do these four steps in order.

1. List your five closest market alternatives. The ones your client would actually compare you to.
2. Write the primary promise each one makes, in one line.
3. Plot each on a simple grid: price (low to high) against client sophistication (new to expert).
4. Find the territory nobody holds with authority. That is where you plant your flag.

Alternative	Primary promise	Price level	Client level

Lesson 3: Write your position

Use this sentence as a starting point. Rewrite it until a stranger could repeat it back to you.

> *We help [specific client] who [specific problem] get [specific outcome] through [our process]. Unlike [closest alternative], we [structural fact].*

Your first draft

Your sharpest version (one sentence)

The alternative you are different from, and how

Lesson 4: Stress test it

- [ ] A stranger could repeat my position after hearing it once.
- [ ] It names a specific client type and a specific problem.
- [ ] It is something I can prove with my work, not just claim.
- [ ] My price and my visuals match the position I just wrote.
- [ ] I can say it the same way on every platform.

Your next move

If you checked fewer than five boxes, your position still has gaps. That is useful information. Take the free Crown Scorecard at joecalliprod.com/hub to see exactly which section of your brand to build first. When you want it built with you, start at joecalliprod.com/apply.