

Hunt for Onlyness

Three arcs.
One position.
The one your
competitors
can't claim.



The Map

Every brand has one.
A position so specific,
so true, so completely theirs,
no competitor can stand in it.

Most go their whole life
without finding it.



THE PROBLEM

Your positioning statement isn't your position

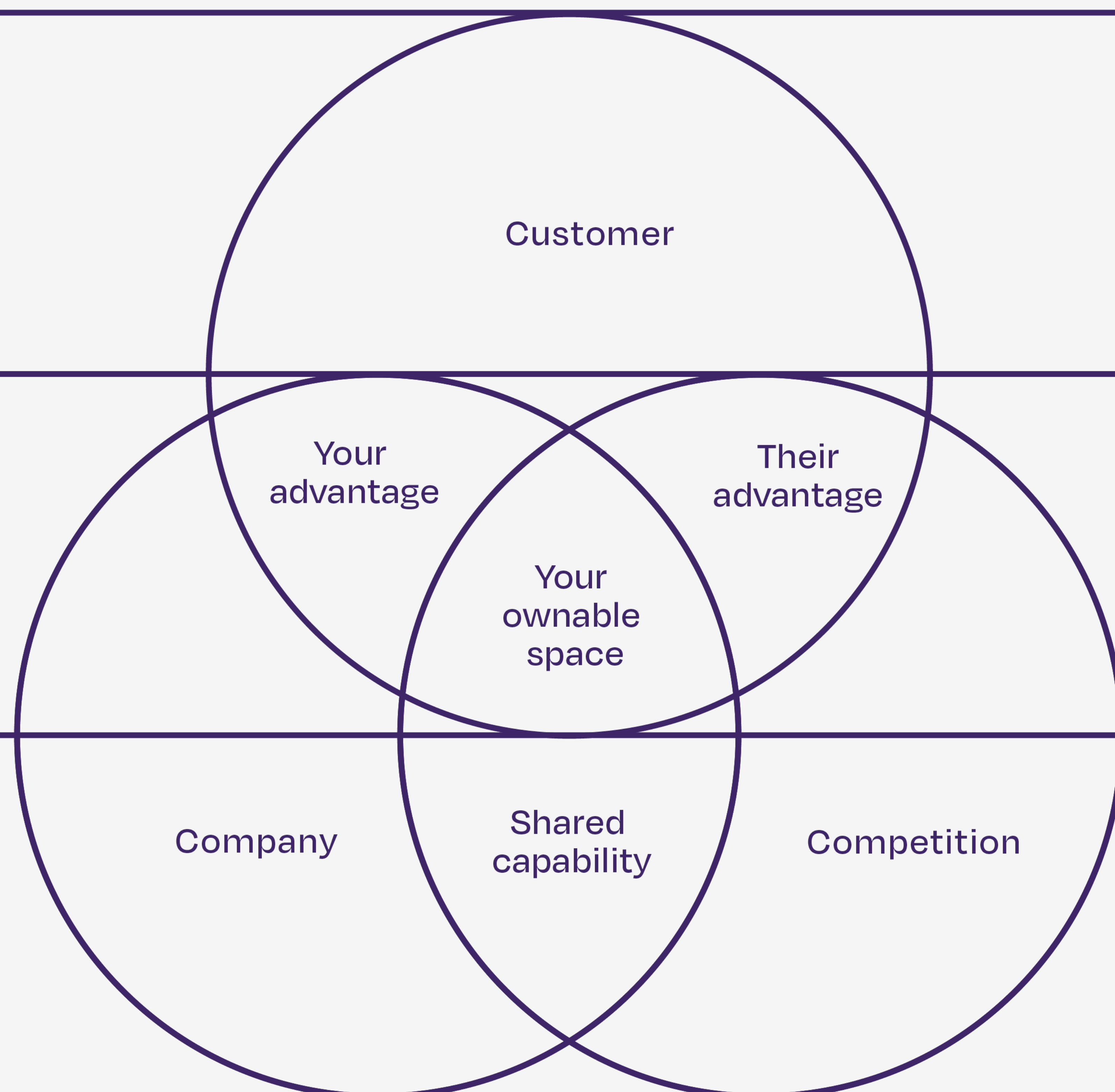
Most brands have a positioning statement.
Almost none of them have a position.
The statement sits in a deck.

The position lives in the customer's mind.
One is a sentence. The other is a place only
your brand occupies.



THE MAP

The Onlyness isn't invented. It's triangulated.



Three forces mapped against each other.
One space where all three intersect.

The 3C Differentiation Framework.
Company → what you're built for.
Customer → what they actually need.
Competitor → what's already been claimed.

Follow the map.



01

COMPANY

Start with what this business is actually built for

Three questions:

→ What are you genuinely good at?

→ What do you love doing?

→ What does the market actually need?

Where all three meet is the strategic core.

The Onlyness can only be built on something you can credibly deliver.



02

CUSTOMER

Move into the world your best customer lives in

- What are they trying to achieve?
- What's making it harder than it should be?
- What have they already tried that didn't work?
- What would change if the problem was solved?

Build this from real conversations.

The language they use before they've heard yours is the language the Onlyness needs to speak.



03

COMPETITOR

Map what's already been claimed, then find what hasn't

For each competitor — ask four things:

- What position do they own?
- What proof do they offer for it?
- Who are they targeting?
- What are they ignoring?

The ignored territory is where you're headed. If everyone claims quality, quality is the price of entry.



THE CENTRE

Where all three meet is the only space worth owning

Something the company can credibly claim.
Something the customer actually cares about.
Something no competitor has already taken.

The territory that survives all three —
that's your ownable space.

That's where the Onlyness lives.



NAME IT

Now put words to it

Six questions that build the sentence:

We are the only	[WHAT — category]
that	[HOW — your difference]
for	[WHO — your customer]
in	[WHERE — your market]
when	[WHEN — the moment they need you]
so they can	[WHY — the outcome that matters]

Answer all six.
Then write the sentence.



THE KILL TEST

One question. No shortcuts.

Could a competitor say the same thing —
with equal credibility, equal evidence, equal
conviction?

"We put clients first." Fail.

"We combine strategy with execution." Fail.

"We deliver results." Fail.

Keep going until the answer is no.
Clean. Unqualified.

Then you have it.



WHAT CHANGES

This is what changes when the Onlyness is real

Sales conversations get shorter.

Referrals get sharper.

Pricing holds.

Marketing converts.

Every layer of the brand performs better
when it's built around something true.

This is why The Punch is the first thing we
verify. Because it's the only thing worth
building everything else around.



→ Your onliness is out there.

You now have the map.
You know the three arcs.
You know what the centre looks like.

The next step is running the process
on your own business — with someone
who's done it hundreds of times.

[Book a Free Vision Clarity Session →](#)

