

MISSION IMPOSITION

Can your
positioning
pass this test?

Five gates. Most brands
never make it through.



Five Gates

Each one has a pass/fail check. You can't move to the next until the current one holds.

Fail a gate? The instruction tells you exactly where to go back before continuing.



GATE 1 —

DIFFERENTIATION

Is your claim ownable, or is it a category standard?

Write your positioning claim in one sentence.

Now answer:

- ☐ Every competitor in my space could say this
- ☐ I'm describing a quality, not an advantage
- ☐ A competitor could claim this tomorrow

If you ticked one, your position isn't ready yet. Your claim is a table stake, not a differentiator.

Go back to the 3C Framework before Gate 2.



GATE 2 —

REASONS TO BELIEVE

Can you prove it, or are you asking people to trust you?

List the evidence behind your claim:

[results, track record, specific capabilities, client outcomes.]

Now answer:

- ☐ I can't point to results tied directly to the claim
- ☐ My evidence is planned, not proven
- ☐ I'd struggle to defend this if challenged

If you ticked one, your position
isn't ready yet. Your position is
aspirational, not verified.

**Build the evidence
before Gate 3.**



GATE 3 —

INSIGHT STATEMENT

Does your positioning feel inevitable, or does it need explaining?

Write the one truth about your customer's situation that makes your positioning feel necessary.:

Now answer:

- ☐ It needs context before it lands
- ☐ I can't say it in one sentence
- ☐ It sounds clever, not obvious

If you ticked one, your position isn't ready yet. The insight is still about you, not them.

Rewrite from the customer's reality before Gate 4.



GATE 4 —

BRAND POSITIONING STATEMENT

Is it one thing, or is it three things pretending to be one?

Write the Brand Positioning Statement in full.

Now answer:

- ☐ The claim falls apart without the evidence
- ☐ It reads like a summary, not one idea
- ☐ Different people would explain it differently

If you ticked one, the statement is carrying too much. It reads like a summary, not a position.

Strip it back to the single sharpest claim before Gate 5.



GATE 5 —

THE KILL TEST

Could your competitor say the same thing?

Read your Brand Positioning Statement aloud. Then ask:

Now answer:

A competitor could say this...

- ☐ ... with equal credibility
- ☐ ... with equal evidence
- ☐ ... with equal conviction

If you ticked one, the position isn't yours alone yet.

Go back to Gate 1.
The claim needs to be sharper.



Five gates. One outcome.

A verified position gives every layer of your brand something real to build on.

- The message has a core to express.
- The identity has something to translate.
- The sales conversation has something to point to.

Skip a gate, and every layer above it compensates for what's missing.



Score yourself.

- ☐ Gate 1 — Differentiation
- ☐ Gate 2 — Reasons to Believe
- ☐ Gate 3 — Insight Statement
- ☐ Gate 4 — Brand Positioning Statement
- ☐ Gate 5 — The Kill Test

Five for five?

Your position is verified.

Anything less?

You know exactly where to go back.



Your position is either real or it isn't.

You now have the test.
Five gates. One verified position.

No shortcuts between hypothesis and proof.
The next step is running this on your own brand,
with someone who's stress-tested hundreds
of them.

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

