

Positioning Self-Audit.

Do you sound like your firm, or like everyone else in your sector?

STEP 1 Read your homepage aloud

Open your homepage, read the first screen out loud to a colleague, then answer three quick checks.

01

Would a reader know it's your firm without seeing the logo?

☐ Yes ☐ No

02

Does it say who you help, in words those clients would use?

☐ Yes ☐ No

03

Does it name a result your clients care about?

☐ Yes ☐ No

STEP 2 Play buzzword bingo

Circle every word that appears on your homepage. Each one makes you sound a little more like your competitors.

Innovative

Client-focused

Award-winning

Solutions

Bespoke

Leading

Passionate

End-to-end

Quality

Trusted

Words circled: _____ out of 10

STEP 3 Rewrite your headline

YOUR CURRENT HEADLINE

YOUR NEW HEADLINE

We help [who you're for] achieve [the result they want] by [how you do it differently].

WHY IT MATTERS

Buyers form a view of your firm long before they pick up the phone. If your homepage could belong to any competitor, you're relying on luck to make the shortlist. **Turn the page for the full audit.**

STEP 4 Answer the ten questions

Tick one box per row. Ask a partner to score it separately, then compare.

QUESTION	NO 0	PARTLY 1	YES 2
1. You can describe your ideal client in one sentence	☐	☐	☐
2. Your homepage headline says who you help	☐	☐	☐
3. Your homepage names a result your clients care about	☐	☐	☐
4. Service pages lead with client problems, then your capabilities	☐	☐	☐
5. Case studies show the challenge, your thinking and a measurable outcome	☐	☐	☐
6. Your partners describe what makes you different in the same words	☐	☐	☐
7. Your best clients describe your value the way your website does	☐	☐	☐
8. You have a point of view on an issue in your sector, and you share it	☐	☐	☐
9. Your positioning helps you say no to poor-fit work	☐	☐	☐
10. Your LinkedIn, proposals and website tell the same story	☐	☐	☐
Your total (out of 20)			

STEP 5 Read your score

16 TO 20

Sharp

You're easy to understand and remember. Keep the story consistent everywhere.

9 TO 15

Blurred

Buyers can see what you do, though not why they should pick you. Fix the questions you scored 0.

0 TO 8

Generic

You sound like everyone else in your sector. Start with fix 1 this week.

STEP 6 Make three fixes

01 Ask your best clients what they value

Call three of them and ask what they'd tell a peer about working with you. Use their words, not yours.

02 Rewrite your headline

Use the formula on page 1 to name who you help and the result they get, and cut every word you circled.

03 Rebuild one case study

Lay it out as challenge, thinking and outcome, with a number wherever you can.