



GROWTH AND PLANNING

Offer positioning worksheet

A positioning worksheet for making a client-service offer more specific about who it is for, what changes, and why it is worth choosing.

A practical worksheet from Stelaah

Use it, adapt it, and save it with the client work it supports.

HOW TO USE THIS

You need to make a service offer easier for the right client to understand.

WORK THROUGH THE CHECKLIST

- ☐ 01 **Define the best-fit client**

- ☐ 02 **Name the pressing problem**

- ☐ 03 **Describe the desired change**

- ☐ 04 **List alternatives**

- ☐ 05 **State the point of difference**

- ☐ 06 **Test the one-sentence offer**

Before you close this

Name one owner, one next action, and one date. A worksheet only helps when the next commitment is visible to the people doing the work.

Notes and decisions

Use this page to record what changes after you work through the checklist.

This practical workflow resource is not legal, financial, tax, or security advice. Adapt it to your team and circumstances.