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The Positioning Sprint

Six worksheets · Phase 1 of the 3M ARR Framework

Segment → ICP → Problem
→ Gap → UVP → Statement

Work through these in order. Each worksheet consumes the output of the one before it. Fill them honestly, run 5–10 customer interviews to replace your guesses, and you finish with a positioning statement earned from evidence rather than opinion. Full walkthroughs for each step are at asp-marketing.com/blog/positioning-sprint.

THE POSITIONING SPRINT · WORKSHEET 1.1

Customer segmentation & scoring

Score 1–5 per column
Average the row
Highest = your ICP

List 3–6 candidate segments. Score each from 1 (low) to 5 (high) on every question, then average the row. The highest average is your current best-fit ICP. If you cannot answer a cell, leave it blank and treat it as a research task, not a low score.

CUSTOMER SEGMENT	SEGMENT SIZE reachable, not TAM	PAIN SIZE intensity × frequency	PRODUCT FIT today, not roadmap	PPC FUNNELS? proof it converts	CAN PAY budget + authority	RESULT average
Segment 1						
Segment 2						
Segment 3						
Segment 4						
Segment 5						
Segment 6						

A single **1** disqualifies a segment regardless of its average — a 1 is a wall, not a weight.

THE POSITIONING SPRINT · WORKSHEET 1.2

ICP research canvas

Fill every cell in the customer's words
Colour-code your confidence

Fill every cell for your one chosen segment, using the customer's own words. Then colour-code each claim: **green** = you know it is true, **yellow** = unsure, **red** = mostly guessing. Red and yellow cells are your interview script.

PERSONA NAME & DEMOGRAPHICS
One representative person: role, company type, tenure, and the one-line description you would give a new hire.

BIGGEST CHALLENGES
The problems they are actively dealing with now.

BIGGEST GOALS (RATIONAL)
The outcomes they would put on a quarterly plan.

EMOTIONAL TRIGGERS
What makes them suddenly care, act, or buy.

BIGGEST FEARS (EMOTIONAL)
The irrational, rarely-said-out-loud worries.

BIGGEST DESIRES (DREAMS)
What they secretly want the outcome to make them.

CUSTOMER OBJECTIONS
The reasons they give for not buying.

SITUATIONS THEY ARE IN
The concrete moments, relative to your product, where the problem shows up.

HOW THEY HANDLE THEM
What they do today instead of using you.

Green: known Yellow: unsure Red: guessing Add **!** to anything that would sink the positioning if wrong.

THE POSITIONING SPRINT · WORKSHEET 1.3

Problem-solution fit

Choose one problem
Build the 6-line summary
Numbers on lines 3 & 6

First, choose the single most severe problem you can credibly solve. Then compress your positioning into six lines. When they read as one coherent story, you have the spine of your positioning.

A · CHOOSE THE MOST SEVERE PROBLEM

CANDIDATE PROBLEM
A real pain from the canvas.

CANDIDATE PROBLEM
A real pain from the canvas.

MOST SEVERE — CHOSEN
Most painful & you can genuinely fix it.

CANDIDATE PROBLEM
A real pain from the canvas.

B · THE PROBLEM-SOLUTION SUMMARY

1 · WHO WE SERVE	Your narrow, best-fit customer segment (from Part 1).
2 · THEIR #1 PROBLEM	The top pain, in their own words.
3 · COST OF STATUS QUO	What it costs them today if unsolved: time, money, risk.
4 · OUR SOLUTION	One line: how you fix it and why it works.
5 · SO THEY CAN STOP	The painful behaviour or feeling they get to drop.

6 · AND ACHIEVE	The measurable outcome: X to Y within a timeframe T.

THE POSITIONING SPRINT · WORKSHEET 1.4

Competition & market gap

Include DIY & “do nothing”
Rate each complaint 1–5
Gap = repeated high severity

List the real alternatives your ICP considers, including doing nothing. For each, capture what users like and dislike in their own words, and rate each complaint's severity 1–5. A high-severity complaint that repeats across rows is a market gap.

ALTERNATIVE	WHAT USERS LIKE their words	WHAT USERS DISLIKE their words	SEVERITY 1 to 5
Competitor / alternative 1			
Competitor / alternative 2			
Competitor / alternative 3			
DIY / spreadsheet / manual			
Agency / contractor			
Doing nothing			

Severity = how much it **costs the user** when it happens, not how often it is mentioned. Prioritise the 2–3 gaps that best fit your ICP.

THE POSITIONING SPRINT · WORKSHEET 1.5

Strengths to benefit chain

Delete table-stakes strengths
Chain what survives
Every row ends in proof

List your strengths, then cross out any that are market-standard or that a competitor does better. For each strength that survives, complete the chain across the row. The highlighted row leads your positioning; the rest support it.

UNIQUE STRENGTH what only you have or do best	COMPETITIVE ADVANTAGE how it wins	BENEFIT FOR THE USER the outcome they care about	PROOF how you show it is real
Lead strength			
Supporting strength			
Supporting strength			
Supporting strength			

A benefit with **no proof** is a claim. A benefit with proof is a reason to buy.

THE POSITIONING SPRINT · WORKSHEET 1.6

Positioning statement

One sentence + three proofs
Customer-first language
Every USP needs proof

Pull the whole sprint together. Write the value proposition as one customer-first sentence built on your lead strength. Then write three selling propositions from your benefit chain, each answering “why choose you” with proof.

UNIQUE VALUE PROPOSITION

ONE SENTENCE — ATTRACTS ATTENTION

The outcome you deliver to your ICP, better than any alternative, in their words, with a hint of the emotional desire.

UNIQUE SELLING PROPOSITIONS — PROVE THE PROOF

USP 1

A specific, provable reason to choose you. From your lead strength.

USP 2

A second provable reason. From a different supporting strength.

USP 3

A third provable reason. Aimed at your buyer’s biggest objection.

Rule of thumb: the value proposition **attracts attention**, the USPs **close the sale**.