

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.