BUSINESS ADVISORY LAUNCH PROGRAMME · CHOOSE YOUR TYPE AND WRITE YOUR ONE-LINER

Advisory positioning canvas

Move from a discipline to a buyer to an outcome to a one-line promise.

01 Your discipline

Pick one primary. A second is optional. Three or more is a red flag.

Your primary discipline

One secondary, if any

Are you a doer (build it) or a facilitator (coach it)?

02 Your buyer and outcome

Who do you help? Be specific about size and sector.

What outcome do they get?

How do you deliver it?

03 Your one-liner

The sentence a referrer can repeat and a stranger can act on.

PREFER THIS DONE FOR YOU?

Ready to put your positioning to work?

It's one of the things we build — hand it over and skip the DIY. · digitalroyalty.co.uk

Talk to us

I help [who] achieve [outcome] through [how].

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