OVERVIEW

Positioning Readback Test

Check that real people can repeat your positioning back.

CLIENT / NAME

COACH

SESSION DATE

P Purpose

Run a 15-minute readback test with three friendly strangers and record, verbatim, what your positioning leaves in memory.

W Why this matters

Positioning is not what you say; it is what they can say after one hearing. The readback test finds the exact words that survive contact with real attention.

1 Prepare the packet

Work here
One-liner, bio opening and offer headline — printed or on one screen (Tools 06, 14, 15).

2 Three readers

Work here
Choose three people: one inside your niche, one adjacent, one outside coaching entirely.

3 The protocol

Work here
Ten seconds of reading, then ask: 'what do I do, and for whom?' Write their exact words.

4 The gaps

Work here
Mark where all three agree (keep — that is your true signal) and where they invent (your line is unclear).

5 One repair round

Work here
Rewrite the weakest sentence and re-test with one more reader.

R Read it back

READ-BACK

The words your readers used ARE your next draft. Positioning improves by listening, not by polishing alone.

YOUR NEXT MOVE

Fold the surviving words back into your one-liner and bio. Re-run this test every quarter with Tool 20.