

Clynico Strategies — Positioning Blueprint

This blueprint is used to clarify a company's commercial position before marketing, conversion work, or demand generation begins. The goal is to establish a clear market narrative so customers immediately understand what the company does, who it serves, and why it matters.

Section	Description
Company Overview	Describe the company, its core offer, and the primary industry it operates in.
Ideal Customer Profile	Define the specific buyer or organization that benefits most from the offer.
Market Problem	Explain the main problem the customer experiences before encountering the solution.
Core Solution	Describe the product, service, or transformation the company provides.
Differentiation	Identify what makes the company meaningfully different from competitors.
Credibility Signals	List evidence that builds trust: experience, results, partnerships, expertise.
Value Proposition	A concise statement explaining why the company is valuable to its customers.
Commercial Narrative	A short story that explains the company's role in the market.
Primary Offer Structure	Outline the main offer and how customers engage with it.
Messaging Pillars	Key themes that guide marketing, sales conversations, and website messaging.