

Agency Positioning Statement

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Crafts a clear positioning statement and messaging pillars for your agency — target, category, differentiator and proof — so your pitch and website say one thing well. Use it to fix a generic, me-too position. For full brand identity use the Brand Strategy Builder.

Purpose of this tool & output

Sharpen who you serve and why you win

How the output is used

Use it to sharpen who you serve and why you win — a positioning statement that makes your agency the obvious choice for a niche.

Important cautions

Positioning should reflect what you can truly deliver.

Companion documents

- Marketing Agency Setup Guide
- Agency Business Plan
- Service Productization Planner
- Agency Niche Selector
- Agency Feasibility Study
- Agency Operations SOP

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.