



| *A Workbook For Business Owners Tired of Sounding Like Everyone Else*

Your voice is distinct. The *Point of View Builder* helps you prove it.

You already have an edge — the problem isn't expertise, it's that your expertise is invisible. This workbook helps you discover what makes you distinct and find the exact language to communicate it.

Not what sounds professional. What is actually, specifically, irreplaceably you.

HOW TO USE THIS WORKBOOK

Work through each section in order. Answer with the first thing that comes to mind, not the "right" answer. ***Remember: Done is better than perfect!***

SECTION 01

What You Actually Believe

Surface the convictions your best clients already sense — but that you've never said out loud.

Question 01

What does your industry commonly tell clients that you privately disagree with — or quietly do differently?

Think about the standard advice, the common promises, the things everyone repeats. Where do you diverge?

Question 02

What do you wish more clients understood before they came to you — something that would save everyone time and set better expectations?

The thing you find yourself explaining in the first meeting, every time.

Question 03

"Everyone in my industry talks about _____, but nobody talks about _____ — and that's actually the thing that matters."

REFLECT

Look back at your three answers. Circle the one that feels most uncomfortable to say publicly. That discomfort is usually where the real differentiation is sitting.

SECTION 02

How You Actually Work

Stop describing what you do. Start showing how you think.

A NOTE

The more vague you are, the easier you are to copy. The more specific you are, the more difficult you are to copy. Answer these with real details — client types, actual steps, final decisions.

Question 04

Walk me through the first thing you do when a new client comes to you that most of your competitors probably skip or rush.

Be specific — not "we do a discovery call" but what you're actually listening for and why.

Question 05

What's a decision you help clients make that surprises them — one they didn't expect to be part of working with you?

Question 06

What's a mistake you made early in your work that you've since stopped making? What do you do instead now?

This one is about showing that your expertise was earned, not assumed.

SECTION 03

Who You're Actually For

Most businesses try to appeal to everyone. That's why they reach no one.

Question 07

Describe your best client — not their job title or industry, but how they think and what they already believe when they come to you.

What makes them different from the clients who are a poor fit? What do they understand that others don't yet?

Question 08

Describe a client who was a bad fit. What did they misunderstand about what you do or how you work?

Being honest here sharpens your positioning faster than almost anything else.

Question 09

"We're probably not the right fit if you believe _____ or if you're looking for _____."

REFLECT

The client you said no to (or should have) tells you as much about your positioning as the client you love working with. Both belong in how you describe yourself.

SECTION 04

What You've Learned That Others Haven't

Your experience is only credible when it's specific enough to be verifiable.

Question 10

What's something you know now — from real experience — that contradicts what most beginners in your field believe?

Question 11

What's a result you've helped a client achieve that you're proud of — and what was the less-obvious thing you did to get there?

Not just "we grew their traffic by 40%" — but what decision, insight, or approach made that possible.

Question 12

What's a question you get asked that you think is actually the wrong question — and what's the better question clients should be asking?

A NOTE

These answers are the raw material for case studies, insight posts, and website copy that competitors genuinely cannot replicate. They came from your experience, not a prompt.

SECTION 05

Your Point of View Statement

Bring it together. This is the version of your positioning that lives in your own words.

Using everything you've written above, draft your Point of View Statement. This isn't a tagline or an elevator pitch. It's a clear, direct articulation of what you believe, who you're for, and how you work — written the way you'd explain it to someone you respected, not someone you were trying to impress.

A strong POV statement usually covers three things:

- What you believe about your industry or your clients' problem that others don't say out loud
- Who you do your best work with and what they have in common
- How you approach the work differently — specifically

Write a rough draft here. It doesn't need to be polished. It needs to be honest.

Now, read it back. Cross out anything that could be copy-pasted onto a competitor's website without it being obviously wrong. What's left is your actual point of view.

REFLECT

If your statement still feels generic after two drafts, go back to Section 01 Prompt 01 and Section 04 Prompt 12. The most specific answers you gave anywhere in this workbook are usually the ones worth building from.

What Comes Next

What you've written in this workbook is the thinking most businesses skip. They rush straight to content, SEO, and visibility tactics without ever getting clear on what they actually stand for—and then wonder why nothing sticks. This is your foundation.

From here, your unique perspective should show up everywhere: in your website copy, how you introduce yourself, what you publish, and how search engines and AI systems recognize you as a credible, specific voice in your space.

The next step is making that point of view visible consistently over time. Once you've drafted or edited your content to help you stand out more, try running it through the [Non-Commodity Excerpt Generator GPT](#) for an extra layer of feedback.

Just remember that *done is better than perfect*. If you don't have the bandwidth to implement every single recommendation it gives you, just publish your content as is—it is already guaranteed to be a massive leap forward from where it was!

READY TO GET FOUND?

Want help translating this into content and SEO strategy that actually gets you found? That's exactly what DriveTraffic does. Reach out at drivetraffic.ca and let's talk about your positioning.