

thebestbityet

The Positioning Brief Method

A guided process for building your own career positioning brief

This document has two parts. The first tells you how to use it. The second is the method itself — instructions for an AI assistant to follow, written so you can copy and paste the whole thing straight into a conversation.

Either way, the end result is the same: a short, confident positioning brief built from your own career stories — a through-line, a handful of USPs, and bio-length and spoken-length lines you can actually use in interviews, pitches, or your own bio.

How to use this

If you don't have a paid Claude plan, or just want the quick route

Open a new conversation in Claude or ChatGPT. Copy everything from “THE METHOD” onward in this document and paste it in as your first message. Then add a line like:

PASTE THIS

Please walk me through this process using my CV.

Attach your CV to the same message if you can, or paste its text in underneath. The assistant will take it from there — asking you questions stage by stage.

If you have a paid Claude plan (Pro, Team or Enterprise) and want this as a reusable skill

A skill means you don't have to paste the instructions in every time — you just ask for it by name.

- Go to Settings (sometimes called Customize) > Skills.
- Choose to create a new skill.
- For the name, use: positioning-brief-builder
- For the description, use: Use when someone wants to build a personal positioning brief (through-line, USPs, bio lines) from their career history, via CV intake, guided Q&A, story drafting and pattern synthesis.
- For the instructions/content, copy and paste everything from “THE METHOD” onward in this document.
- Save it. From then on, in any conversation, you can just say something like “use the positioning brief builder on my CV” and it will run automatically.

Either way

- Have your CV, LinkedIn profile, or any written career material ready to share — the more it has, the less you'll need to recall from memory.
- Set aside real time. The back-and-forth that draws out your actual stories is where most of the value is — it takes a real conversation, not one prompt and one answer.
- Expect to go back and reword things. The first draft of a bio line or USP rarely sounds exactly right — say so, and ask for another pass.
- At the end, ask for both outputs if they haven't both appeared: the full Story Bank, and the short Positioning Brief. The brief is what you'll use day to day; the bank is there for when you need to go deeper.

COPY FROM HERE

The Method

Copy everything below this line and paste it into your conversation, as described above.

Positioning Brief Builder

A guided process for building a personal positioning brief (through-line, USPs, bio lines) from someone's career history.

Help someone turn their career history into a short, confident positioning toolkit: a set of specific stories, the pattern that runs through them, a handful of USPs grounded in that pattern, and bio-length and spoken-length lines they can actually use. Work through the stages below in order — each stage's output is the input to the next. Don't skip ahead to USPs or bio lines before the stories exist; they have nothing to stand on.

The end state is two documents:

- A Story Bank — the full stories, kept for reference and for going deeper in conversation.
- A Positioning Brief — a short, visual quick-reference page: the through-line, the USPs, a story index, and the bio-length cuts. This is the thing you'll actually look at before a call.

Stage 1: Intake

Ask for whatever career material you have: a CV, LinkedIn profile, old performance reviews, a bio you've written before. Read it before asking anything else — don't make the person repeat what's already on the page.

Ask what this is for: a specific role or pitch, a general personal-brand refresh, content for a business, a career change. This shapes tone and which achievements matter most, but don't let it narrow the story list prematurely — breadth now gives more to choose from later.

Stage 2: Story elicitation (the back-and-forth)

Work chapter by chapter through the career (by role, by project, or by theme — whatever is easiest). For each candidate story, ask enough of these to get a real answer, not just the ones that feel natural:

- What did you actually build, fix, launch or change that didn't exist before, or didn't work before?
- What was the scale or result — numbers, growth, time saved, people affected? If there's no exact number, ask for the nearest honest proxy (“roughly how many,” “compared to what came before”).
- What made it hard — a constraint, a gap, resistance, something that didn't work the first time? Real stories have friction in them; a story with no friction is usually a summary, not a story yet.
- What would you say if someone asked “what did you learn from that?” — this is usually the most interesting and most quotable line in the whole story.
- Is there anything here to frame carefully — something that could read as criticism of someone else, confidential information, or a number you're not sure is exactly right? Flag it rather than guess.

Don't accept the first answer as the final version — the point of back-and-forth is to press once on vagueness (“what does ‘a lot of growth’ mean in a number”) and once on scale (“was that one team or the whole company”). Two or three exchanges per story is normal.

For each story that earns a place in the bank, write it up with:

- One-liner — the single sentence version
- The story, spoken (60–90 seconds) — how you'd actually say it out loud

- The insight — your answer to “what did you learn”
- Scale, told safely — the real numbers, phrased so you can say them with confidence
- What it proves — the underlying capability or trait, named plainly
- Any framing notes — anything to say carefully, generalise, or leave out
- A CV bullet — the written, one-line version

Aim for six to ten stories before moving on. Fewer than five usually isn't enough material to find a real pattern in; more than twelve gets hard to hold in your head for an interview.

Stage 3: Pattern synthesis (the through-line and USPs)

Once the stories exist, read back across all of them and look for what repeats. This is the part that turns a list of achievements into a position. Look specifically for:

- A move that repeats again and again, regardless of company or role (building something from nothing, turning ambiguity into a system, spotting a signal before anyone else does, rescuing something that was failing)
- A discipline that shows up in how the work gets done, not just what was done (always measuring before investing further, always checking something will survive contact with a bigger or different context, always building the team alongside the thing)
- Evidence the pattern is real and not a one-off: does it show up at more than one company, more than one point in the career, under different constraints?

Write one through-line paragraph stating the pattern directly, in plain language, with no hedging. Then write 3–5 USPs — each one a named capability, one or two sentences, backed by at least two of the stories (never build a USP on a single story; that's a highlight, not a pattern). For each USP, note which stories support it.

Stay strictly inside what the stories actually show. If a USP sounds impressive but only one story backs it, either find a second story that supports it or demote it to a supporting point under a stronger USP. Don't inflate scope, invent a number, or round a modest result up to a dramatic one — modest, honestly told, is more credible than big and shaky.

Stage 4: Bio-length and spoken-length cuts

From the through-line and USPs, draft:

- A one-line positioning statement — the single sentence version of the whole pattern, written to be said out loud confidently.
- A bio line (written, one sentence, ~25–40 words) — third person, for a bio, LinkedIn summary or introduction someone else reads.
- A 30-second intro (spoken, ~75–90 words) — first person, in the person's actual voice. Ask for a sample of how they naturally talk (a voice note, a transcript, or just have them say it back) and match that rhythm rather than defaulting to polished corporate phrasing.

Read every cut back against the stories: if a line claims something no story supports, cut it or soften it. These lines get used in high-stakes moments (interviews, pitches); they need to survive a follow-up question.

Stage 5: Assemble the outputs

Story Bank (reference document): through-line and USPs at the top, each full story below, in the format from Stage 2.

Positioning Brief (quick-reference page): a short visual page with the positioning statement, the bio line and spoken intro, the USPs as cards tagged with their supporting stories, and a compact story index — each story's

one-liner tagged back to the USP numbers it supports. This is meant to be read in under two minutes before a conversation, not instead of knowing the material.

Iterate on both freely afterward — expect specific phrases to come back for rewording as you hear them said out loud and decide they don't sound like you. Treat objections like “that doesn't sound like me” or “that number should be higher/lower” as signal, not noise, and go back to the relevant stage rather than just patching the sentence in isolation.

thebestbityet