

FIND YOUR POINT OF DIFFERENCE

Step 1: Brainstorm What You Do Best:

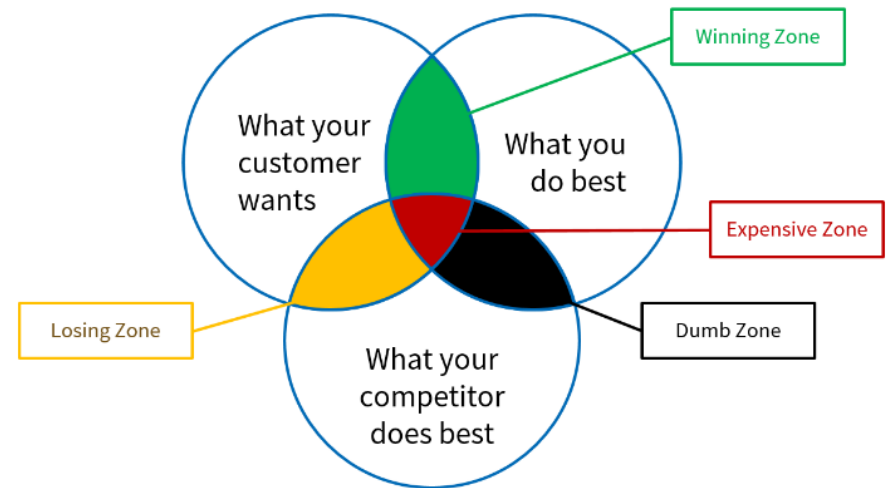
Strip everything back. Write down anything and everything that makes your brand unique. No matter how insignificant. It could turn out to be your strongest Point of Difference.

Step 2: List What your Competitor(s) Do Best:

Don't just check their website and list features. Research, research, research.

Step 3: List What Your Customer Wants and Discover the Winning Zone

This is your Target customer. Don't try and please everyone. Narrow down your audience to the core group of people who benefit from what you offer.



Green - Your target wants it and only you do it best.

Yellow - Your target wants it and your competitor does it best

Red - Your target wants it and both you and your competition claim it.

Black - Your target doesn't care about it but you and your competition are good at it.