

WORKSHEET

Uncover your value

Differentiation is an important part of the brand story. It helps you be remembered in a crowded market where you may share your Who and What with other businesses out there.

Brands can differentiate by doing something that no one else is doing or by taking a unique approach to how they are doing something.

In a crowded market, your differentiation offers your Dream Customer a reason to buy your service or product over the other ones out there.

This isn't about pulling others down or saying you're better than them. It isn't about that at all – there is room for everyone. But customers are looking for brands that fit with them and their needs perfectly. So, this part of your brand story is about celebrating how you're different – what they can expect from you that isn't being readily offered already.

For Service Businesses: Why would your Dream Customer hire you over the other qualified professionals in your space?

For Product Businesses: Why would they buy your product over those of other brands?

When you are ready, look back to your What, and *sum up in one to two concise sentences:* How do you do it? And, How do you do it differently or uniquely than others in your space?