

Checklist: Your Uniqueness

Write down what you want to do in your business that's different from everyone else?

List all the factors that could make your business unique.

Use 'Weighted Ranking' to decide.

Now list only one factor that is going to be your point of uniqueness.

Flesh out the uniqueness to create more clarity.

Does your uniqueness solve a problem for a specific audience?

Test your uniqueness to see that it is really unique.

List how you are going to propagate your uniqueness.

Website:

Brochure:

Promotional Material:

Business Card:

Other: