



5-MINUTE DIFFERENTIATION PLAN

How do we stand out? We need to be competitive in the market. Every car is exactly the same as every other vehicle on the road...except where it is different. That difference is what makes someone choose one make/model over another. The difference we provide is why people choose to work with us over someone else.

I am uniquely positioned because I am

(use words that are unique to you):

When people think about working with me I want them to think of these 3-6 characteristics:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

My branding/marketing materials reflects these characteristics:

1	2	3	4	5
Not At All	A Bit	Sort Of	Mostly	Yes!

I can align my desired image characteristics by updating my:

- Business card
- Email signature
- Professional headshot
- Wardrobe
- Social media presence
- Performance at work
- Interaction with clients