



“Differentiating Your Business Checklist”

1. Make a List of Everything Your Business Does:

2. **Specialization:** You cannot be all things to all customers. What are your areas of specialization?

Product/service _____

Customer/market _____

Location _____

3. **Segmentation:** You have groups of customers depending on your specialization.

What are your best market segments?

Who is my ideal customer? (age, income, education, occupation, location, family type, interests, problems) _____

Where is my ideal customer? _____

When/how does my ideal customer buy? _____

What value does my ideal customer want from me? _____

What benefit is most important to my ideal customer? _____

4. **Differentiation:** All businesses must distinguish themselves from the competition.

What specific value do you offer that is unique?

What are the areas of excellence in your business? _____

What do you offer that no one else offers? _____

What is unique about you and your business? _____

5. **Concentration:** All businesses need to focus resources as efficiently as possible.

Where are you focusing your time, energy and money?

In one sentence state: What differentiates your business?