

Differentiation Checklist

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In marketing terms, ***"It's better to be different than it is to be better."***

So be bold, be brave and put yourself and your brand out there. Your business is already good enough to do this, I assure you.

To-Dos:

There are some things I want you to do at this stage of your marketing journey.

If you can do the work and get these right now, you'll save yourself a fortune in time, money and effort, further down the road.

1/ Know Who You Serve

Make sure you know who you work with.

If you've done the client segmentation work in Months 4 and 5 of this course that's a good start. If you're not sure how well you did those modules, then go back and have another go through them.

Make sure you've got to a place of clarity on who you work best with.

2/ Complete Your Ideal Client Avatar

Do this to the best of your ability.

We've done it together here in the module, but make sure it's finished off as best you can. If you serve more than one segment, then do a separate Ideal Client Avatar for each.

3/ Complete A Top 5 Issues Analysis

Make sure you work on your top 5 issues analysis for each client segment, too.

There are three documents in the Online Resources section that might be helpful when you complete this exercise:

How To Conduct A Top 5 Issues Analysis
The Top 5 Issues For Various Client Segments
The Learning From The Top 5 Issues Analysis

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4/ Check Your Business Plan and Strategy

Refer back to your business plan to see if you are as clear as you'd like to be on your business strategy.

And if you're not, or it needs a re-visit, then go back to Month 2 and work your way through video 4 again, which facilitates the business planning process.

5/ Go As Niche As You Can

After all of that, try to go as niche as possible. The narrower the better, in my view.

Who do you really LOVE to serve?

Focus on them and only them.

6/ Choose Some Wackier Branding

Let yourself go a bit bolder in your branding whenever you next dive into that piece of work.

If you're not doing that work right now, leave this step until you revisit it.

These activities will lay a really strong foundation for the marketing work you're going to do in the future.

Let's do this right, and do it once.

That's the fastest way to success, I promise you.