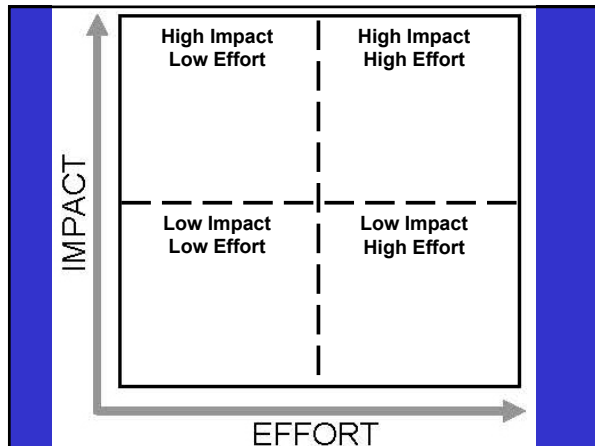
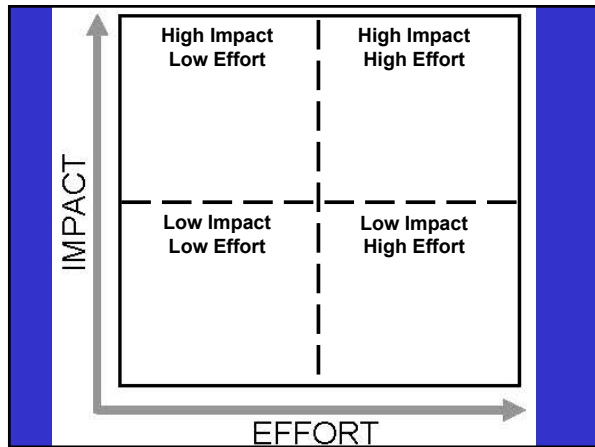


Impact / Effort Analysis:

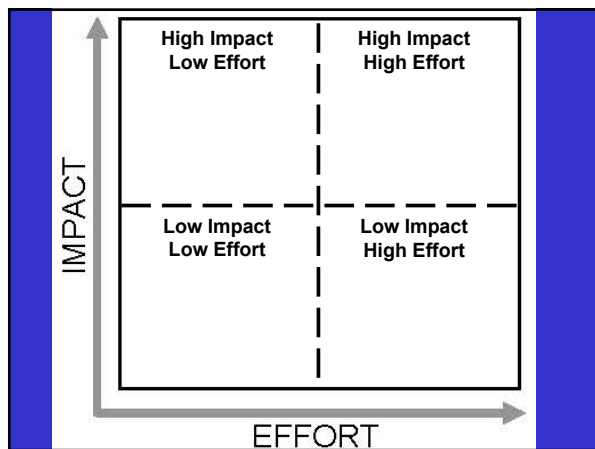
Throughout this workshop, use the lines on the right side of the page to record changes you want to make to your business, and then on the left, graph the Impact you expect that change will have on your business and the amount of Effort you'll have to expend to complete it.



1



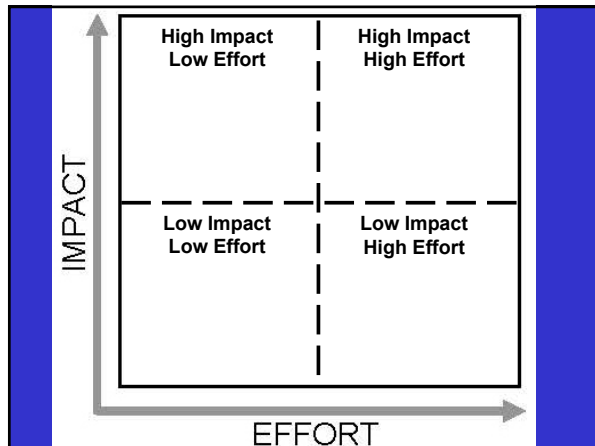
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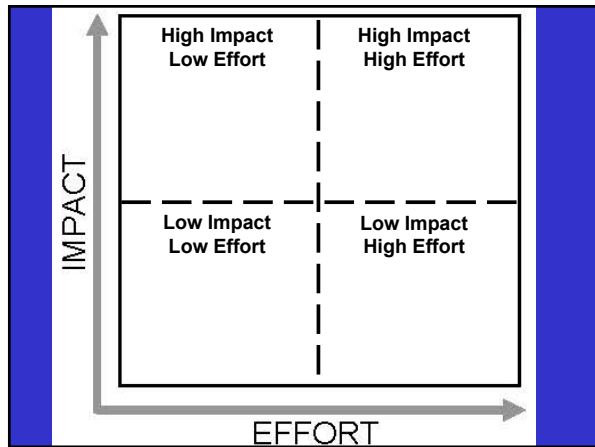
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Impact / Effort Analysis:

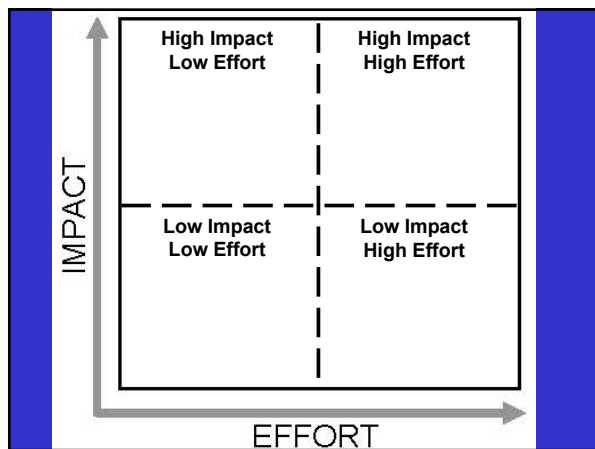
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1



2



3



Unique Positioning Worksheet

1. What are the three (3) most impressive, powerful, and original Points of Uniqueness that separate your business from all of your competitors?

a. _____

b. _____

c. _____

2. You are going to write your first sentence of your Unique Positioning Statement and then, share it with the class. Your first sentence should start with your business name, the sentence should use the word "is", and in the second half of the sentence use the Points of Uniqueness you've described above.

FINDING YOUR UNIQUENESS: DEVELOPING YOUR UNIQUE POSITIONING STATEMENT

1. Describe all the ways your business is superior and unique to your competitors.
2. What are the specific words customers use to describe your business differences?
3. What do customers say about your company that shows they're loyal to your business?
4. What is your business promise or guarantee that no other company offers?

HISTORY, LONGEVITY & PRESTIGE:

5. How did your company get to where it is today? (Include age of business if significant)
6. What is unique about your company history?
7. Is your physical location unique?
8. Has your company won any awards or received recognition?
9. What role does it play in your city, town, state, country and the world?

PRODUCTS:

10. How are your products different from your competitors?
11. What products do you have that your competitors don't carry?
12. What products do you service that your competitors can't?
13. What products do you "own" that your competitors will never carry?

SERVICES:

14. What specialized services do you offer that your competition doesn't?
15. What services do you provide that your competitors would have difficulty copying?

TEAM MEMBERS:

16. How do your employees treat customers differently than your competition?
17. How are your employees different than your competitor's employees?
18. How are your suppliers & support personnel different?

CUSTOMERS:

19. How are your customers different from your competitor's customers?

COMMUNITY:

20. What contributions do you make to your community that only you do?
21. What groups and charities are supported by your business?
22. What contributions have your employees made to the community?

YOU:

23. What expertise do you have that your competition doesn't?
24. What have you personally achieved as a business owner that your competition hasn't?



Product Spotlighting Worksheet

Pick 1-2 product lines in your business that you could expand to a much larger size to create a Micro-Niche product line.

Pick 1-2 products in your business where you can create a unique, one-of-a-kind item. These can become your Signature Products.

Write down 1 idea for creating a Monument Item in your business.

Ultra-Services Worksheet



Free Publicity Worksheet

List three (3) types of media and their specific names where you would like to have your business featured. This can be a newspaper, a radio station, a television station, or a magazine that would feature your business in it, and where your potential customers would hear about your business.

First choice: _____

Second choice: _____

Third choice: _____

List three (3) areas where you could call yourself an industry "Expert":

1. _____

2. _____

3. _____

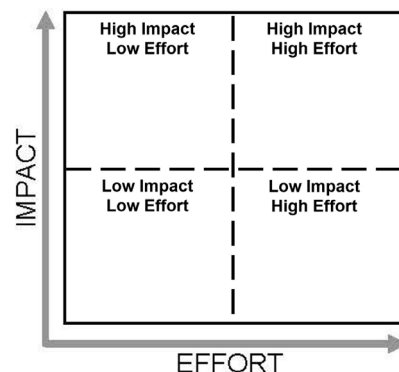


NC MAIN TO MAIN TRAIL BUSINESS IMPACT / EFFORT COMMITMENT

Write down 3 specific business goals you want to accomplish to make your business a Destination. Please scan or take a photo of this page and send it to Jon@DestinationUniversity.com. Jon will respond back with his thoughts via email.

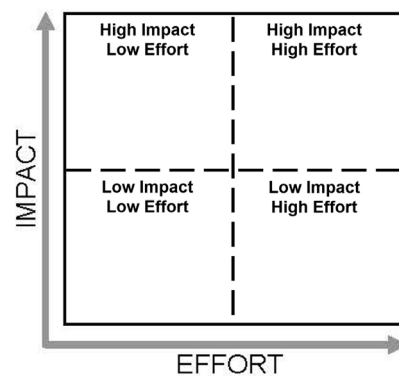
1. By _____(month), _____(year)

I want to accomplish this business goal: _____



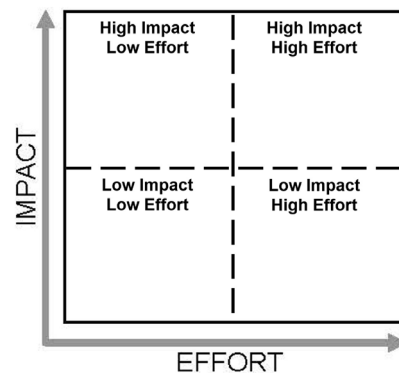
2. By _____(month), _____(year)

I want to accomplish this business goal: _____



3. By _____(month), _____(year)

I want to accomplish this business goal: _____



NAME: _____ EMAIL: _____

BUSINESS: _____ DATE: _____