2026 OWNER CERTIFICATION CHECKLIST

Requirements to become a Certified North Carolina Destination Business

	ACHIEVED
1. I have a **Unique Positioning Statement** first sentence that clearly conveys my unique qualities. The statement is truthful, concise, and when it's heard, the consumer is intrigued. Finally, it follows the format that Jon explains. Please type in the space below **your first sentence of your Unique Positioning Statement**. Follow the exact format that Jon has described to you and please only submit the first sentence.	☐
2. Please describe below **the specific type(s) of Product Spotlighting that you use in your business**. Your choices must be one or more of these three (3) methods that Jon has explained: 1) A Micro-Niche product line; 2) a Signature Item(s) and/or 3) A Monument.	☐
3. I use **Ultra-Services** to convey my unique business service and services to my customers. Please type in the space below the **Ultra-Service(s)** your company uses to separate your business from your competitors. Please be specific.	☐
4. Please describe below how your **Dominant Wall**, **Dominant Aisle**, and **Customer Departure Point convey your business uniqueness**. **Additionally, please send one (1) photo of each of these areas to** Jon@DestinationUniversity.com	☐

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5. Please describe below one or more of the specific **Top 10% Customers** you are targeting to come to your business.	☐
6. To complete Requirement #6, you must watch the webinar "Zen and the Art of Destination Advertising" by Rich Carraro, OR have listened to a live presentation by Rich. Then, you **must email Jon a photo of the Brand Image that your business uses to convey your business uniqueness**. Email it to Jon@DestinationUniversity.com	☐
7. Please list below **at least three (3) specific Media Targets from your targeted Media List** that you are currently pursuing to capture free publicity.	☐

Submitted by: Date Submitted:

Name of Business Owner: _____ Business Name: _____

Physical Address of Business: _____

City, State, Zipcode: _____

Mailing Address: _____
This is where we will send your Certification Window Cling

Business Phone: _____ Business Owner's Cell Phone: (for questions) _____

Email: _____ Website: _____