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| **Words you want to own in your space** |
| Individually, or ideally as a group, brainstorm the words you want to own in your space…there may be many, once you have your list, discuss and debate until you can agree upon the top three  |
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| In the boxes below list your core customers, the products and services provide to them and what they think is really important to them. It may be worth undertaking a focus group exercise or survey to find out what they really value; not what you think they value. There is a difference! |
| **The people we most want to attract (Our best core customers)** | **Products / services** | **What’s really important to them?** |
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| Using the insights gained from the above note down your points of difference and your differentiating activities  |
| **Points of difference** | **Differentiating activities** |
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