

## BUSINESS BRANDING TUNE-UP

### What is your point of difference?

How does your product or service compare in **price**? Is it affordable or prestigious? Is it a must-have or a luxury?

How does your service or product compare in **quality**? Do you offer proven results or high-quality materials? Are you backed by experience?

How does your service or product **packaging** compare? Do you bundle your services for convenience? Do you use high-quality or multi-purpose packaging?

What is different about your service or product **distribution**? Are you easily accessible? Do you offer across multiple channels (i.e. in-person, online, etc)?

What is unique about your **customer service**? Do you go beyond the expected? Do you have post-sale perks or beneficial add-ons?

Does your business participate in **community outreach**? Do you donate a portion of sales? Do you work with local vendors or offer unique employee perks?

Based on what you've written above, write a sentence that describes your most important **point(s) of difference**.

EXERCISE