

Module 3 – Learn to Differentiate Yourself in a Competitive Market

Before you begin marketing your service, you need to establish your unique selling factor.

Why would a potential client choose your service instead of someone offering a similar service? What differentiates you or your service? It is important to make your client believe that you are the best person to help them solve their problems.

Please answer the following questions:

1. Why should your 'ideal' client choose to work with you instead of someone else?
2. What makes your service unique?
3. Which businesses or people in your town are offering services similar to the services you will be offering?
4. What makes your programs or services better than those offered by your competitors?
5. How much are others in your industry charging for their services?
6. How long have your competitors been in business in your community?
7. Outline the advantages / disadvantages of your competitors' programs.

Action Challenge Three

1. Outline how your program will be different than the options offered by others in your community.
2. Outline the specific services you will offer.
3. Decide which service related products you will need to purchase prior to starting your business and research your options.