

Competitive Differentiation

Product - What do you want everyone to know about your product?

Consider features, usability, and more.

Service - How do you make clients feel special?

Consider how you communicate, add-ons you offer, and more.

Audience - What defines “your” people?

Consider specific needs, ways of working, and more.

Who you are

Bring these three together and describe what makes your product or service unique.
