

Step 1: Conduct a little Competitive Analysis

Taking a snapshot of the competitive landscape of your market will allow you to see how you can stand out, where your unique value and competitive edges really are.

Take a few moments to look at what's around you. Be as specific and clear as you can, especially in the 3rd column!

Competitor (name each one specifically)	What they do (products, services, value, doing)	What you do better (products, services, value, options)

