POSITIONING IS KING

Think about your unique selling proposition this way:

- **Unique**—What is it that sets you apart from your competitors? Determining this factor helps you discover how to position your business.
- **Selling**—What are you selling? It's not a dirty word. What is it about your company that makes a customer want to pay you for your products or services?
- **Proposition**—The act of offering or suggesting something for consideration, acceptance, adoption, or completion.

Unique—What is it that sets you apart from your competitors? _____

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Selling—What is it about your company that makes a customer want to pay you for your products or services? _____

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Proposition—What do you sell?