

## DISCOVER YOUR POINT OF DIFFERENCE

Use this document to plan out and discover your businesses POD

1- What are our STRENGTHS?

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2- What is our UNIQUE story?

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3- What do we STAND for?

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4- What is VALUABLE in our product or service?

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5- What are the CONSEQUENCES of not having our product or service?

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6- WHO is it for?

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7- How does it ALIGN with them?

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8- How is it DIFFERENT for the competitors?

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9- What can be CHANGED or ADDED?

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