

## Find Your Quirkiness

1. Why are you different from others who provide what is, at first glance, exactly the same service ?

	A method or technique that you have developed ?
	The way that you approach your clients ? (please describe why that is special, in your notes below)
	Where or how you deliver your services ?
	A particular skill that you have, which is unusual
	The way that you describe yourself / your offerings ?
	The way that you dress / behave ?
	The type of results that you get ?
	Something else – describe below.

[illegible]

2. If you are having trouble identifying something, answer these questions

What is the one thing about you / your business that people most often comment on ?

---

---

---

---

Is that something that “just is” about you, or something that you have consciously chosen to do, and emphasise ?

---

---

---

---

What is the thing that your clients most often thank you for ?

---

---

---

What, about you or your business, most often makes people laugh, be happy, react with positive surprise ?

---

---

---

---

---

What do you get the most fun out of, in the way that you do business ?

---

---

---

---

---

Is your branding (colours, shapes, pictures etc) all about formal professionalism, or creating a character that is different ?

---

---

---

---

---

When you think about people in business that you know, who do you most admire for doing something a bit different ? What is it, about what they do, or how they do it, that makes it really work ?

---

---

---

---

---

Are you ever tempted, in the course of your business day, to do something outrageous, or silly ? do you do it ? What do those around you think ? if they love it, you're onto something there.

---

---

---

---

---

- [illegible]

4. Now after looking at that, choose the three things that most appeal to you, out of those things that you have discovered, which make you and your business different.

1. 

---

---
2. 

---

---
3. 

---

---

Do you intentionally express those things in your business now ?

---

---

---

Are they clearly and definitely different from any unique points that you competitors may use ?

---

---

Now consider these quirks of you, and your business – how do they apply to / relate to the topic that you chose in week one ?

---

---

---

---

---

---

---

---

---

---

[illegible]

- [illegible]

[illegible]