

Week Two - Worksheet One Find Your Quirkiness

What makes your business unique?

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

A method or technique that you have developed ?	
The way that you approach your clients ? (please describe why that is special, in your n below)	otes
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.	
 <u> </u>	

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 chosemphasise?	en to do, and
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 pos	itive surprise ?

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

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 creati that is different?	ng a character
When you think about people in business that you know, who do you most admire for doir bit different? What is it, about what they do, or how they do it, that makes it really work?	ng something a
Are you ever tempted, in the course of your business day, to do something outrageous, or si it? What do those around you think? if they love it, you're onto something there.	lly ? do you do

3.	Look at your answers to those last questions, and consider what you ticked for questight of those answers – does anything stand out? Does it make you want to change to question one? Make some notes about what you have discovered.	

4.		ow after looking at that, choose the three things that most appeal to you, out of the	ose things tha
	•	ou have discovered, which make you and your business different.	
	1.		
	2.		
	3.		
_			
Do yo	u in	tentionally express those things in your business now?	
Ara +l	2014	clearly and definitely different from any unique points that you competitors may us	o 2
AIE II	ТЕУС	clearly and definitely different from any diffique points that you competitors may us	C:
Now	cons	sider these quirks of you, and your business – how do they apply to / relate to the	topic that you
		veek one ?	

		
5.	Pick the one that best relates to the topic that you chose, and to your target cust will be the thing that you use, in creating your product, to make it really stand your customers attention	
5.	will be the thing that you use, in creating your product, to make it really stand	
5.	will be the thing that you use, in creating your product, to make it really stand	
5.	will be the thing that you use, in creating your product, to make it really stand	
5.	will be the thing that you use, in creating your product, to make it really stand	
5.	will be the thing that you use, in creating your product, to make it really stand	

Make some notes about ways that you may be able to use it, develop the idea, and use that as part of your product (branding, mascot, content delivery, packaging / cover etc).		