

# Your Podcast Worksheet

Valuable marketing advice for your Australian small business



EPISODE 7

## 3 ways your business offering can help you to differentiate

*In this episode, we talk about the importance of understanding your service or product offering and its impact on differentiating yourself from the competition. By doing this, it allows us to pinpoint gaps in the minds of our customers that our competition don't own and that we can then take advantage of.*

**Hint:** If you're a new business, "imagine" 12 months' time from today and then attempt this exercise.

**1. Create a table with 2 columns. In the left hand column, list down what your product or service offering is. Be as specific as possible. eg: I'm a painter and I paint interiors, exteriors, the inside of a strata building etc. The more specific you can be, the better.**

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**2. Let's now review and analyse the competition and see what they offer. In the right-hand column, list down in detail what your competition's product or service offering is**

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**3. Reflect on the table created above – is there something that we can do that the competition don't, or can we group what we do. Eg: As a painter, only focus on residential properties. You should finish this exercise with a focus or expertise in your offering. Make sure your offering is clear and simple to tell people.**

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