

# All, Some, None Differentiation Exercise



Use this exercise to find potential differentiators to build your brand around. The process is simple:

(1) Look at your competitors and jot down what All, Some, or None are doing.

*Consider their offer, process, deliverables, results, and marketing efforts*

(2) Scan through the None column and circle ideas that you can deliver 99.9% of the time.

You now have a list of potential differentiated ideas. Pick one that your business can rally behind.

<b>All</b>	<b>Some</b>	<b>None</b>
What all competitors do. This is a non-negotiable for your industry.	What some competitors do. These make for premium offers.	What no competitors do. These could be differentiators for you.