MODULE 3: POSITIONING, NICHE AND OFFER

From adjective to behaviour

Lesson: Standing out when everyone says professional and reliable · about 15 minutes

Replace generic claims with specific differences you can prove.

Your business (name, service, main city):

1. Copy every generic word from your homepage and bios: professional, reliable, passionate and the rest.

2. For each word, write the specific behaviour that makes it true, in a form a client could check.

3. Spend 20 minutes finishing the sentence: We are the only ones in our area who... Write every answer.

4. Filter the list with the three questions. Which three differences survive?

5. List your credentials: insurance, AODA training, languages, memberships, awards. Note the date and proof for each.

Check: can you now

- Replace every generic claim on your website with a specific, checkable behaviour
- Run the only-we exercise to find three differences a competitor cannot copy quickly
- Present insurance, accessibility and other credentials accurately and usefully

One change you will make this week