

## Key Takeaways: Lesson 1 - Becoming a Destination

1. Every business that becomes a Destination Business first started out pulling local customers. The first major change to becoming a Destination happened when the owner of the business set their expectations and vision for the business higher, envisioning a greater goal.
2. It's not enough to be different from your competition; you must be Unique and 1-of-a-kind, like no other business in your industry.
3. For a business to be a Destination, you must be Unique AND you must market your message to larger audience. Otherwise, your business could still remain a secret.
4. If your primary differences are product selection and lower price, your differences can be easily matched by your competitors.

**What's Your Most Important Takeaway from this Lesson?**

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