

PARTICIPANT EXERCISE: LESSON 2 - PART 1

Jon Schallert: *The Foundation of a Destination Business: Your Unique Positioning*

Training Time: 16:35

To complete the following questions, first read the tip sheet “9 Steps to Develop a Unique Positioning State”.

1. In Jon's video, he says it is important to explain to consumers how your business is different from every other business in your industry. What are three (3) of your business differences that are unlike any other competitor?

2. Jon says that the first sentence of a Unique Positioning Statement is NOT a tagline. Does your business currently use a tagline? If so, what is it?

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3. Do you think if a consumer heard only your business name and your tagline would they want to visit and purchase from your business? Why or why not?

4. Complete the following phrases with an answer that completes each Unique Positioning first sentence.

a. My business is the home of _____

b. My business is the only _____

c. My business is the first _____

d. My business is the source for _____

5. Put the name of your business in the line below and while using the word “only”, finish the sentence to create a Unique Positioning first sentence.

(Your business name here) _____ Is the only
