

## PARTICIPANT EXERCISE: LESSON 2 - PART 2

### Jon Schallert: *Your Unique Positioning – Mastering the Critical First Sentence*

Training Time: 24:54

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

1. This product(s) in my business is different from every competitor:

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2. This service(s) that my business provides is different from every competitor:

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3. As a business owner, my experience and background are totally different from all my competitors in this way:

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4. Our business has these historic and age differences that are totally different from our competitors:

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5. Our location and our physical building are totally different from every competitor in this way:

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