

Define Your Competitive Advantage

Answer eight questions to fine-tune your market positioning and cut through the noise.

1. Who are the direct competitors in your market?
2. Who are the indirect competitors in your market? (Think professional employer organizations or direct-to-employer HR solutions.)
3. What are they offering to your clients and prospects?
4. What can you offer to your clients that they can't?
5. What is your niche in the market?
6. What are your proof points?
7. Who is your ideal client?
 - a. Size
 - b. Location
 - c. Needs
 - d. Preferred job title to work with
 - e. Growth potential
8. How do you want these clients to feel when working with you?

Put it all together

Remember: Current and potential clients don't want to hear *about you*. They want to hear how you'll *help them*.



Here's a simple formula to get started:

[#5] need **[#7c]**. Thanks to **[#6]**, clients like you feel **[#8]**.

Example: *Atlanta-based retail businesses need flexible benefits offerings their employees actually want. Thanks to 15 years working in the community, clients like you feel confident and comfortable knowing I'm on their team.*

Your competitive advantage: _____
