

# 7 WAYS TO DIFFERENTIATE YOUR BRAND

## WHILE ACCELERATING YOUR REVENUE & AUTHORITY

### 1 MINDSET

You have the conviction (energy) that you are the CEO/Visionary leader of your business and your energy is focussed as opposed to scattered. Your actions are intentional.

### 2 PURPOSE

You are clear on your business WHY (it's purpose) and can clearly articulate it in what you do so that it becomes part of your marketing content.

### 3 VISION

You are clear on where you are taking your business and your team rallies around you to make it happen.

### 4 SPECIALIST

You have simplified your business and become recognized as a specialist in your industry/field (Undeniable Authority).

### 5 DISRUPTOR

You may have become an industry disruptor by doing business differently, taking a stand and articulating your strong point of view.

### 6 INTELLECTUAL PROPERTY

Your methodology is well understood by your employees & clients; you have named it; and drawn it graphically (becomes your own intellectual property).

### 7 JOY

You do what brings you joy because you know that the profits will follow.