

## **How to Differentiate**

Important branding tip for coaches and, really, anyone seeking a job: IDENTIFY, COMMUNICATE, and DELIVER.

Most entrepreneurs go into business and job seekers look for jobs because they believe they can do something better (or different) than the alternative choices of those selecting them. That's perfect! But some focus their energy on being found and not enough on being different. Being found is easy. Being different is hard.

If you don't differentiate in at least one way (and preferably multiple ways) why will anyone choose you over other options?

So, your first task is to IDENTIFY what makes you unique or special. Know what differentiates you from the alternatives.

Once you know that, you now have a "brand promise" – an expectation of what someone will get when they hire you. It's very important that you clearly and succinctly COMMUNICATE your brand promise when marketing yourself.

But most important of all is that you DELIVER on that promise. This is what separates those who start a business and those who stay in business.

Identify, communicate, and deliver on what makes you unique or special and you have the ingredients you need to grow your business very quickly.