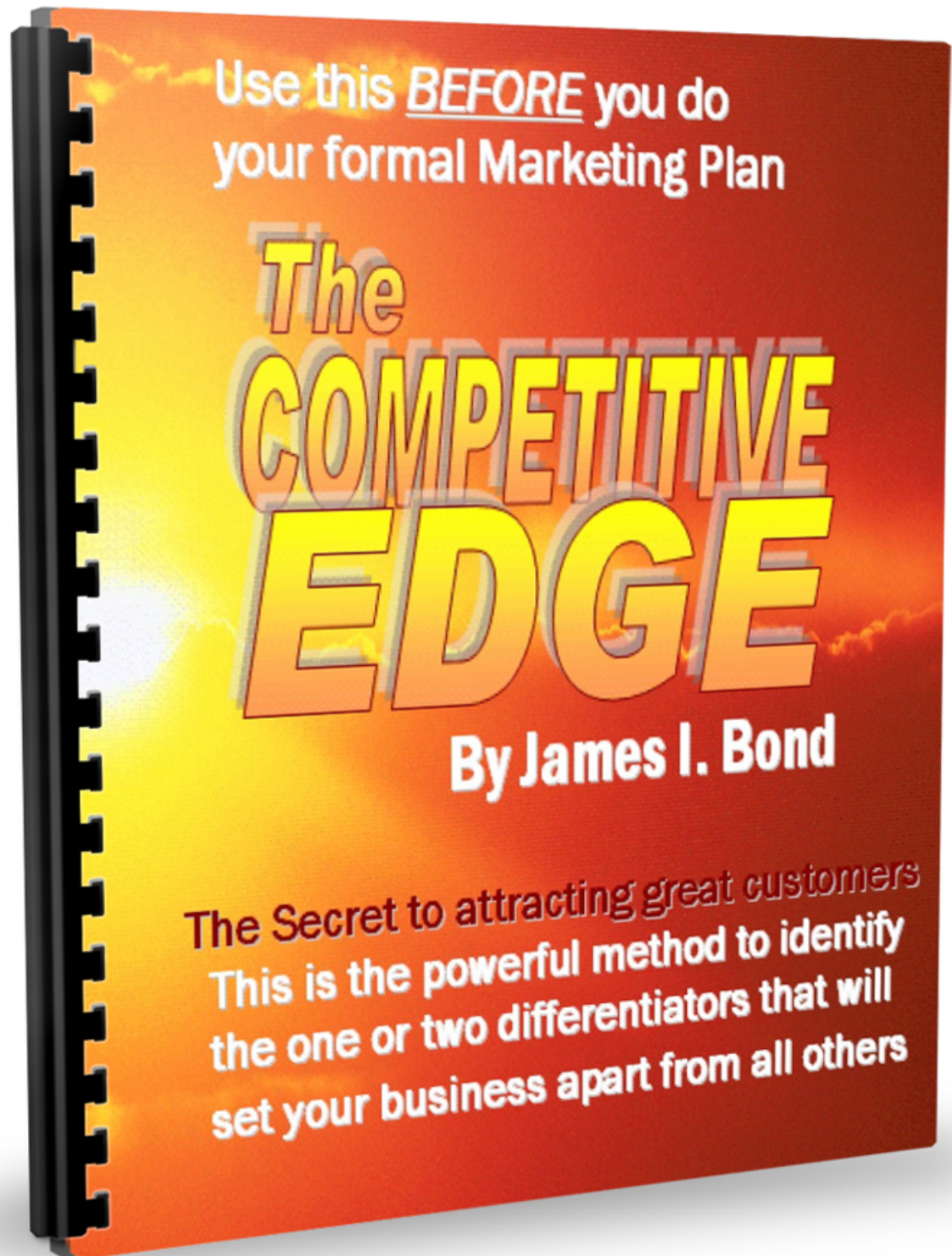
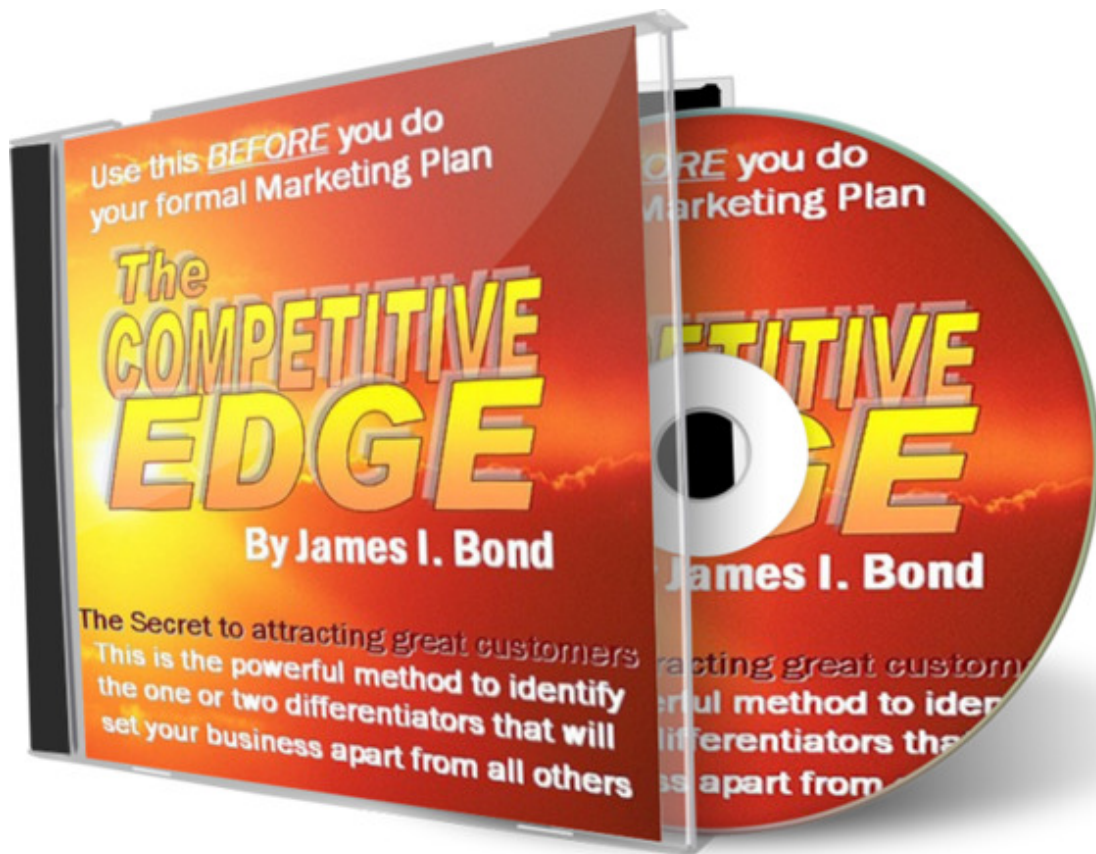






Did you ever wonder... why some people seem to make a ton of money while everyone else is struggling?

The reason they are doing so tremendously well while others are not, is simple. They have discovered an edge that has propelled them and their business past the tipping point, to where customers and profits are flowing, almost uncontrollably.

They have discovered the one or two elements that bring in enough customers and income to set them apart in the marketplace.

“The Competitive Edge” is designed to help you identify the one or two elements that will make all the difference for you, your product and your business. It is based on more than 35 years experience and hundreds of real-world businesses.

It's also based on a detailed analysis of more than 200 businesses of all size and type, that grew from almost nothing to become grand successes in their specific categories.



Competitive Edge and Business Model – Calculator

✓	Can you make the...		[enter competitive element here]
	Product/Service ▶ (all) a-l →		
	Image ▶ b, d, f, h, i, j	☐ a ▶ Easier, Simpler	
	Customer Base ▶ g, i	☐ b ▶ More Effective (Better)	
	Access ▶ a, c, e, i	☐ c ▶ More / Less Specialized	
	Evaluation ▶ a, b, e	☐ d ▶ More Fun	
	Trial ▶ a, b, d, e, f, h	☐ e ▶ Faster or Slower	
	Purchase ▶ a, e, i	☐ f ▶ Lower or Higher Priced	
	Installation ▶ a, b, d, j	☐ g ▶ Larger or Smaller	
	Use ▶ a, b, d, e, h, i, j	☐ h ▶ More or Fewer Features	
	Re-Purchase ▶ a, e, g, h	☐ i ▶ Different	
	Recommendations ▶ a, g	☐ j ▶ More Familiar	
	Resources ▶ b, c, g	☐ k ▶ More /Less Extravagant	
		☐ l ▶ Part of a Hub	

INSTRUCTIONS: The “Competitive Edge and Business Model Calculator” is designed to help you uncover the one or two elements that, when implemented, can propel your business to easier and greater success.

Step 1: Print out the chart above and watch the related videos. Whenever you see or hear an idea that could be significant, check the box on the left and make notes, to capture the idea and how you could apply it to your own product or service.

Keep an open mind. This is a brainstorming process. An idea that seems crazy initially, could be the one element that will set you apart and accelerate your results.

Remember, Disneyland, Post-It Notes, the Xerox photocopier, even the telephone, were thought of as crazy ideas before they became essential.

Step 2: Once you have completed the videos, review your list and identify the one or two (or more) concepts you want to implement.

See the next page before you begin...



ABOUT THE FIRST VIDEOS:

To help jump-start your journey to uncovering this powerful “edge” for your own product, service or business, the videos begin with 10 brief case studies. These examples show how elements from the chart have turned some ordinary businesses into extraordinary successes, providing ideas of how you could apply them yourself.

Whenever you find an idea that could apply to you, enter the info in the chart below.

CORE BUSINESS STRATEGIES

	Could This Strategy Be Valuable?	How Will I Implement This Strategy?
☐	1. Increase or Simplify Access to My Product/s or Service/s	
☐	2. Dramatically Lower My Price	
☐	3. Partner with Others, Helping Others Make Money	
☐	4. Use the Internet to Make My Product Easier to Use	
☐	5. Offer Easier Financing, Trying or Buying	
☐	6. Price More Strategically	
☐	7. Change My Service to a Product	
☐	8. Specialize	
☐	9. Become a Hub, Offering my Customer More Products and Services	
☐	10. Sell in Bunches Like Bananas	