

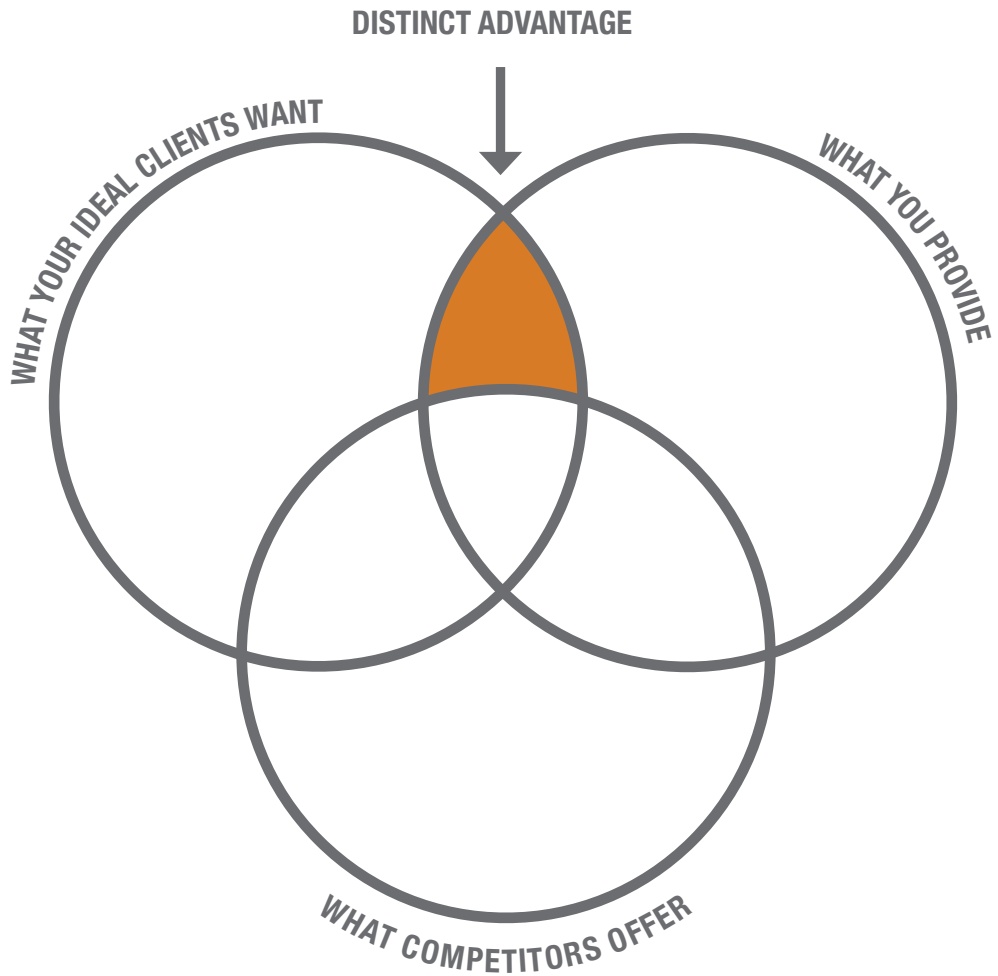
BRAND  TRAFFIC CONTROL

DISTINCT ADVANTAGE WORKSHEET

 **TwinEngine™**

STAND OUT. TAKE OFF. STAY ON COURSE.

DISTINCT ADVANTAGE



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DISTINCT ADVANTAGES:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

DISTINCT ADVANTAGE WORKSHEET

WHAT CLIENTS WANT:

WHAT YOU PROVIDE:

WHAT COMPETITORS OFFER:

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Distinct Advantage Worksheet: What do your ideal clients want that you provide and your competitors don't?
Use findings to identify your distinct advantages in this section.
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DISTINCT ADVANTAGE SUMMARY

DISTINCT ADVANTAGES:

**PRIMARY DISTINCT
ADVANTAGE:**

DISTINCT ADVANTAGE STATEMENT:

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Distinct Advantage Summary: Summarize the results here. Your distinct advantage statement will serve as a component for your Elevator Speech in the Authenticity section.
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DISTINCT ADVANTAGE MESSAGING

PRIMARY MESSAGES:

RECURRING MESSAGES:

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Distinct Advantage Messaging: Summarize the results here. Messaging is the content that is a result of distinct advantage activity and findings.
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