



Lesson Action Guide

Competition



Key Concepts: A Summary of What You Learned

- What makes your products different. Your Unique Selling Proposition (USP).
- Your competitors' marketing strategy.
- Are they really your competitor?
- Servicing your market share.



Action Steps: Complete Before the Next Lesson

- Print out the transcript for this lesson.
- Follow the steps as shown in the video and transcript.
- Summarize your response to each paragraph of the transcript.
- Identify what makes you different. Create your USP in 5 words.
- Which better marketing strategy will you use.



Ideas and Notes

Shut off anything that may distract you, like your mobile and emails, and put on some light music if you like.