

THE DIFFERENTIATOR GENERATOR

RECESSIONRESPONSE.COM

Describe the **PROBLEM**: _____

Describe the **CURRENT SOLUTION**: _____

Describe **WHAT CLIENTS WANT**: _____

Describe **WHAT YOU WANT**: _____

OPPOSITES	EST	BLEND	ABSURD
Wants	Wants	Wants	Wants
Solutions	Solutions	Solutions	Solutions

ADDITIONAL RESOURCES



Fix This Next
fixthisnext.com



Profit First
profitfirstbook.com



Clockwork
clockwork.life



The Pumpkin Plan
pumpkinplan.com

Get Professional Support:
fixthisnext.com
profitfirstprofessionals.com
runlikeclockwork.com
pumpkinplanyourbiz.com