

# DAD DIFFERENTIATE SHEET

EXP # \_\_\_\_\_

## STEP 1: UNIQUE

1

2

3

**INSTRUCTION:** Fill in the three top adjectives that define you/your company's uniquenesses.

## STEP 2: MEDIUM

Print | Direct Mail | Packaging | Outdoor | MLM | Broadcast | Phone | Website | PPC | SEM | Email  
Social Media | Affiliate | Speaking | Referral Network | Word of Mouth | Tradeshow | JV Promotion | Other

**MEDIUM DETAILS:** \_\_\_\_\_

**INSTRUCTION:** Circle three mediums that you feel are the most compelling. Do not select based upon "best practices" or "everyone does it." Select where you see opportunity and have interest/desire. Of the three circled, now pick the one that is most different from your industry's typical marketing medium.

## STEP 3: METHODS

### EST APPROACH

1

2

3

**INSTRUCTION:** Make each adjective you documented in STEP 1 a superlative by adding "est" to the word or "most" in front of the word. For example, if your adjectives were fun, happy, and important, the "est" would be funnest, happiest and most important. Create a different marketing idea for each one of these "ests." Use the back of this sheet to jot down your ideas.

### WORDWISE

4

5

6

**INSTRUCTION:** Pick up a dictionary and randomly pick a word. Alternatively do a web search for "random word generator." Create three different marketing ideas from three different random words. Use the back of this sheet to jot down your ideas.

### PROFESSION PICK

7

8

9

**INSTRUCTION:** Choose three professions: 1. Your childhood dream job 2. The job of your favorite family member 3. Do a search for job listings in your area and pick the first job you see. With three distinct professions, create different marketing ideas on how people in these positions would market your offering. Use the back of this sheet to jot down your ideas.

## STEP 4: DECIDE

**INSTRUCTION:** Review the nine ideas you have created and pick your best option. Give detail to this idea on how it will be different. How will prospects notice your different marketing? How will the medium be used?