

THE DIFFERENTIATOR GENERATOR

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STEP 1

THE PROBLEM: _____

THE CURRENT SOLUTION: _____

WHAT CLIENTS WANT: _____

WHAT YOU WANT: _____

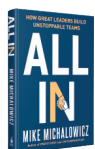
STEP 2

CIRCLE THE VARIABLES IDENTIFIED IN STEP 1.

STEP 3

ALTERNATIVES	EST	BLEND	ABSURD
Wants	Wants	Wants	Wants
Solutions	Solutions	Solutions	Solutions

Additional Resources



All In
allinbymike.com



Profit First
profitfirstbook.com



Clockwork
clockworkbymike
michalowicz.com



The Pumpkin Plan
pumpkinplan.com



Fix This Next
fixthisnext.com



Get Different
gogetdifferent.com

Get Professional Support:

- > TheAllInCompany.com
- > ProfitFirstProfessionals.com
- > RunLikeClockwork.com
- > PumpkinPlanYourBiz.com
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