

GET DIFFERENT

THE FREE RESOURCES

EXPERIMENT SHEETS

- [Experiment Sheet Overview](#)
- [Experiment Sheet - Step 1](#)
- [Experiment Sheet - Step 2](#)
- [Experiment Sheet - Step 3](#)
- [Experiment Sheet - Step 4](#)
- [Find Your Different Sheet](#)

GET DIFFERENT CASE STUDIES

- [Gym - Fun House to Fit House](#)
- [Church - A God of All Colors](#)
- [Wireless Marketing](#)

ADVANCED GET DIFFERENT PROCESSES

- [Differentiate Sheet](#)
- [Attract Sheet](#)
- [Direct Sheet](#)

FLOW CHART

- [Marketing Process Flow Chart](#)

MIKE'S GET DIFFERENT EXPERIMENT

- [Mike's Experiment Video](#)

CONTENT REFERENCED IN THE BOOK

- [Article by Dorie Clark \(p. 18\)](#)