

MAKING MY HANDMADE BUSINESS STAND OUT

Staples of my Business

Define the important subcategories of your business under products, marketing, and selling (e.g. Products -> product features, packaging, selection, etc.)

Area of Focus

Choose one subcategory within to focus on (e.g. Products -> Product features)

Defining Details

List current details, best practices, etc. of your area of focus (e.g. Product features: size, materials, colors, etc.)

List common details, best practices, etc. of your area of focus when it comes to your competition

Circle commonalities among you and your competitors

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Brainstorm

List the commonalities your business shares with your competitors, then brainstorm ways your business can be different.

Top Ideas

List the top ideas that align with your target market, are doable, and likely to be profitable.

First Step

Define the first small step you can take and test to ensure you're moving in the right direction.