

# 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.