



THE DIFFERENTIATION BLUEPRINT™

How To Create Your Own Blue Ocean & Stand Out From The Crowd





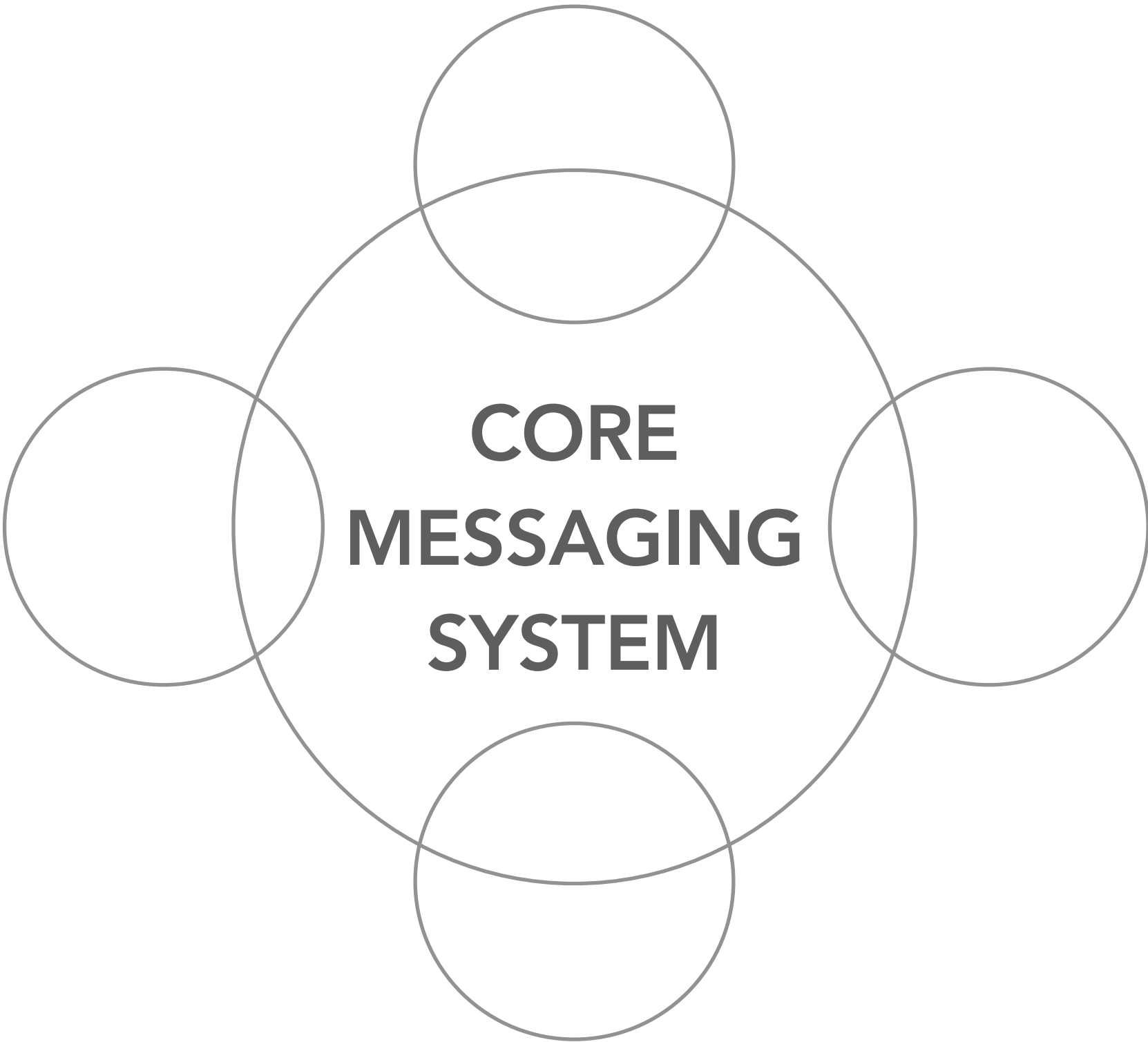
PREMINENCE



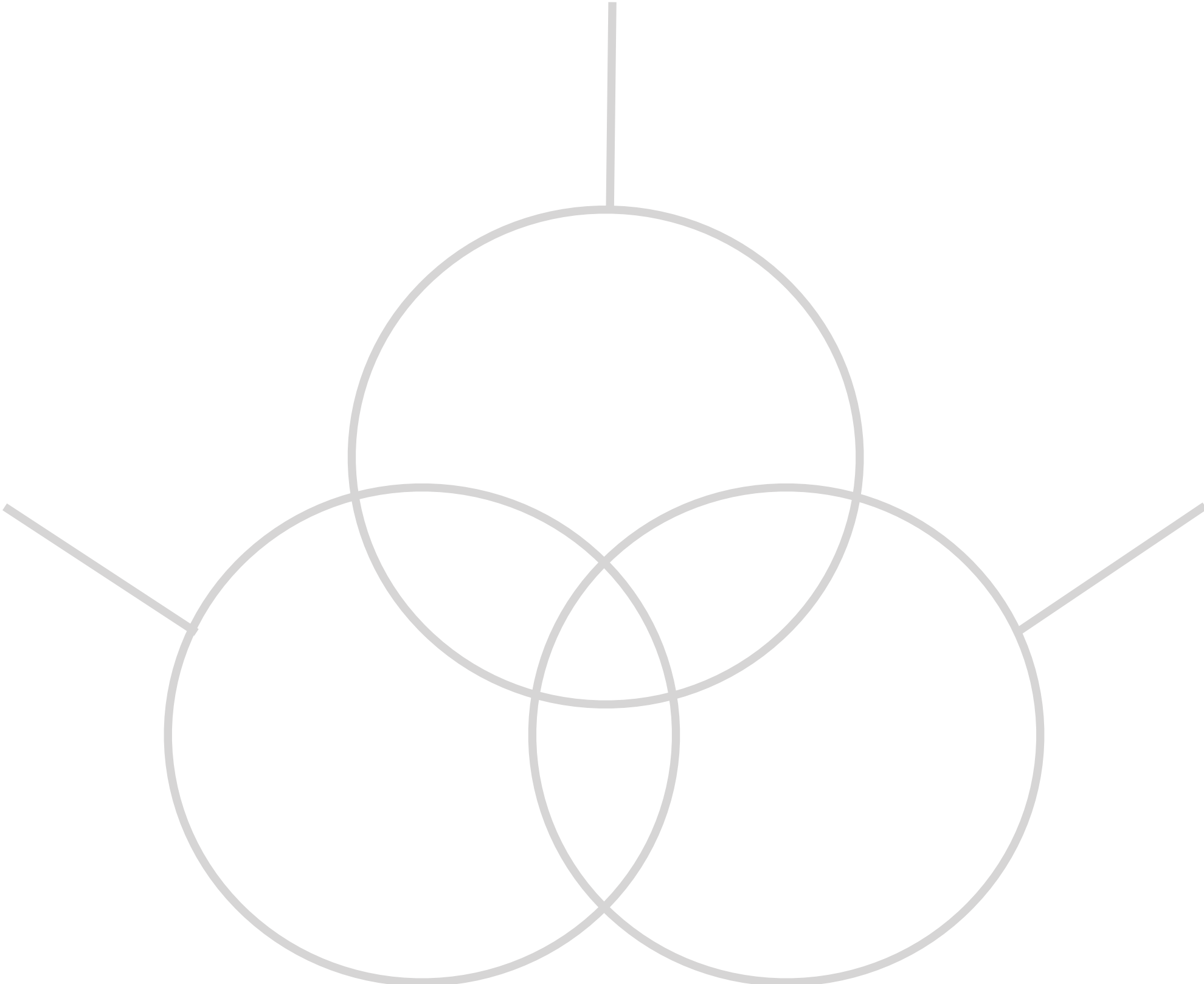
ATTRACT YOUR TRIBE



LIVE YOUR BELIEFS



THE 3P'S OF MARKET ENTRY *(Ogilvies Orbits)*



THE DIFFERENTIATION BLUEPRINT™

Who are your competitors?	What are their 'Red Ocean" Solutions	What are your current prospects beliefs
How are your beliefs in opposition to the market	What do you want your ideal client to believe	



SUMMARY: RED OCEAN BELIEFS/BLUE OCEAN BELIEFS:

Red Ocean:	Ideal Client Beliefs:	Blue Ocean:



YOUR DIFFERENTIATION STATEMENT™

We believe that....

