

TAKE THE ONLINES STATEMENT

How do you differ from your competition? In other words, what makes you unique, different from everyone else? (This will help you create a stance against current and future competition)

Use this tool:

THE ONLINES STATEMENT

We are the only _____ that _____
_____, for _____

See an example: Example 1: A Family-oriented hotel service in Lagos.

- *What: The ONLY boutique hotel*
- *How: that provides luxury stay packages*
- *Who: for wealthy families*
- *Where: living or holidaying within Lagos and Nigeria*
- *Why: who want to enjoy the comfort of being looked after, with their family*
- *When: in an era of too many standard hotel services*