

*Differentiate
Reiterate
CoCreate*

Chapter 4



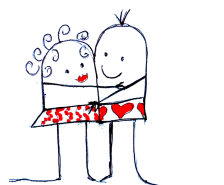
Embrace Your Competition

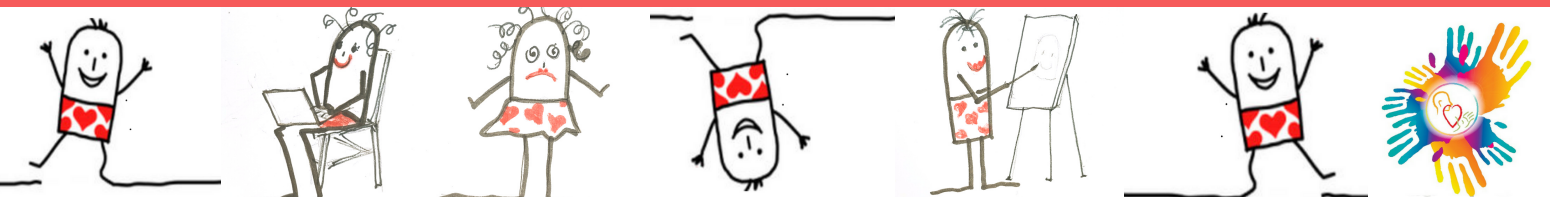
Now that you've defined your WHO, you need to think about what's going to make them choose you and your thing, rather than the bazillion others who are doing something similar.

- What's going to make them buy your book when they walk into the bookstore or are shopping on Amazon?
- What's going to make them drive to the gallery opening for your artwork when they can go to another gallery closer to home?
- What's going to make them choose to buy the products on your website shop when they can find them on Etsy, Shopify, or Facebook Marketplace?
- What's going to make them choose you as their coach, rather than one of the other expert coaches working online?

If you approach all these others as your "competition" with the mindset that YOU have to WIN and they have to LOSE, you will probably be exhausted in no time, burn out, spend a lot of money, and not ever feel like you've won anything, at all.

It's much more FUN and you'll be much more successful if you Differentiate, Reiterate, and CoCreate!





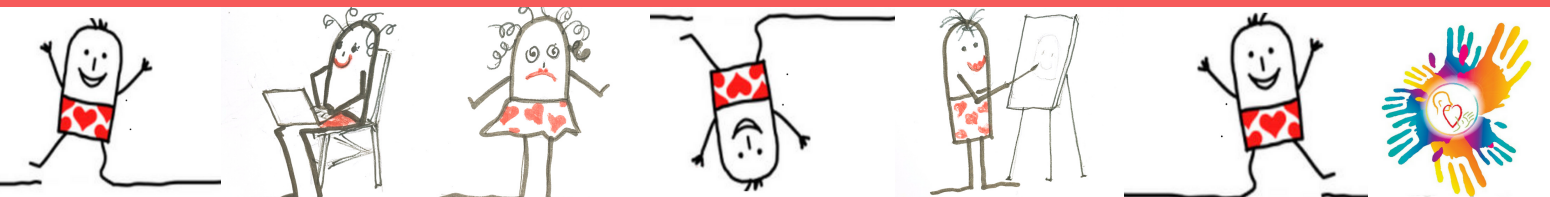
Differentiate

Make a list in Column One of all those you view as "competition", first in your local area or circles of influence, and then expand out further by searching online. If you are an author, this is where you research "comps", or where your book would sit on the bookshelf in a bookstore. What shelf are you on and what books are on that shelf with you?

In Column Two, list what you LOVE about what they are doing.

Column One

Column Two



Differentiate

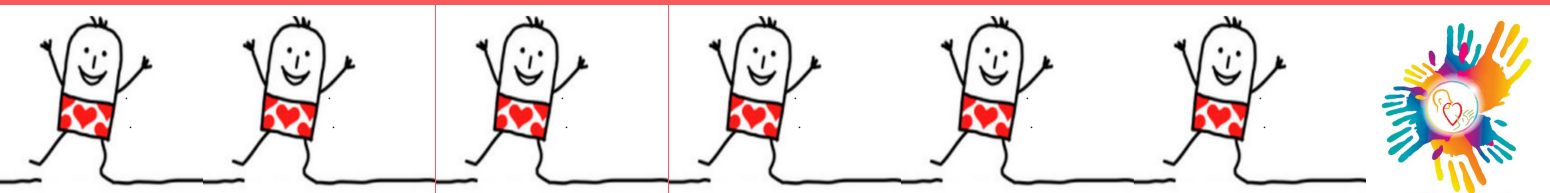
Now list in this Column One all the things you are doing differently than those "competitors" you've listed in Column One on the preceding page. In this Column Two, list some things from Column Two on the preceding page that you could adapt to your creative endeavor.

Column One

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Column Two

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Reiterate

When you are differentiating yourself from all of the others, it's important to be consistent about some key things about your "brand".

Your "Presence" online, and how you position yourself, is your "brand".

You are branding YOU.

You want to be seen and heard as someone who believes in their WHY and "walks their talk".

You want to leave a memorable impression with your words and your visual posts on social media and with your own website.

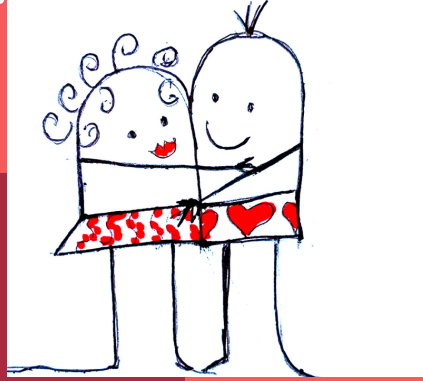
Doing, saying, displaying the same things over and over will be memorable.

Consistency is important.

*Write down some of the things you can do to be memorable.
They may be things like colors, fonts, words, or images.*

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CoCreate!



Embrace Your Competition!

Now that you have Differentiated and Reiterated, the FUN part begins!
Aristotle said, *"The whole is greater than the sum of its parts"*, and that's what
CoCreation is all about!

When we connect with others, form teams, collaborate, give our gifts, and receive
in gratitude, the gifts others are giving, AMAZING things happen!

We don't have to COMPETE.
We can CO-CREATE!

Look at your list of "Competitors" on the previous page. Pick three to reach out to,
connect with, and see if there are ways you can support what they are doing.
Perhaps you can try out what they are offering: buy their books, write a review;
listen to their podcasts, subscribe, and comment on their website; follow them on
Facebook or Instagram, write a comment about their artwork; sample their
services or products, refer people to them.

Always edify them: point out all the things you listed that you admire.

When we think of our competition as our Team, everyone is a winner.
With CoCreation, the outcome is always a Win-Win-Win:
You win, they win, and your creative endeavor wins!

Really, it's a Win-Win-Win-WIN, because the world and humanity wins, too!

"The whole is greater than the sum of its parts"
~ Aristotle