

# One-Page Guide: Building competitive advantage

1. Who are your top three competitors?

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2. What do they do really well?

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3. What are they missing?

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4. Do you have any intellectual property that makes your business unique?

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5. Identify any intellectual assets that make your business stand out.

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6. What is your competitive advantage?

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7. How will you communicate your advantage?

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8. How will you protect your advantage?

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