**Unique Brand Value Worksheet**

Use this Venn diagram to reveal your **uncommon denominator**. What can you uniquely offer to distinguish yourself from competitors?

**CUSTOMER DESIRES**

**COMPETITOR STRENGTHS**

**OUR STRENGTHS**

**COMMON DENOMINATOR**

**UNCOMMON DENOMINATOR**

1. List your target customer’s desires in the first row.
2. List your competitors’ strengths in the second row.
3. List the strengths you share with your competitor in the third row. This is the **common denominator**shown in the middle of the Venn Diagram. Consider these the table stakes for being in business.
4. Finally, identify the unique strength(s) that only your business possesses, which also align with your target customer’s desires. This is your **uncommon denominator** and represents your **unique brand value.**

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| CUSTOMER DESIRES | Description |
| COMPETITOR STRENGTHS | Description |
| OUR STRENGTHS | Description |
| UNCOMMON DENOMINATOR (UNIQUE BRAND VALUE) | Description |

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