

Hello! I'm special

Take a look around your world

We said in Read the Trends that you should 'look around you if you want to move forward'. That's also in terms of looking at who else is out there in the world, anyone who is part of the same landscape or cultural ecology as you.



Back in the day, this would have been called doing your 'competitor analysis'. Yep, that's right, yet another analysis (See also our [SWOT analysis](#) and [PESTLE analysis](#) resources if you've not already checked them out.)

We think about this a bit differently. Here's what we recommend you do...

- **First up, spend some time looking at who else is out there**, either doing what you do or something similar, or perhaps working in a complementary part of your landscape.
- **Next up, think about what they are to you.** Are they a competitor? A potential collaborator? A mentor in the making? Could you and they be part of a cohort or network of mutually supportive peers?
- **Now it's time to dig deeper.** Have a think about...
 - 1. What are they doing well? And what could you learn from them?**
 - 2. What don't they do well? And how could you benefit from that?**

(Quick detour: At this point, you might want to add a few things to your SWOT and TOWS analysis.)

Towards your USP

Done all that? Then you're on the CUSP of having a USP! (See what we did there???) There's one fine question to consider, and that is (drum roll please!):

- **How are you different?**

We suggest you start off by simply listing all the ways that you are different. You might start with really basic, directly comparative things, like 'We're newer to the scene' or 'we're not as expensive as them'.

Once you've got a bunch of differences scribbled down, start to group them into topics or themes (eg. working practices, style, attitude, client base).

And from there, you need to start channelling your inner copywriter again. That's right. It's time to put pen to paper, or finger to keyboard, and start to express what your USPs are. Not sure how to get there? Thinking back to your values and vision, and your mission, will really help. These questions might too...

- **Why should people work with you?**
- **What can people expect from working with you?**
- **What's it like working with you?**
- **How would you describe the personality of your company?**
- **Why do you do what you do?**
- **Who already works with you, and why?**

What you're aiming for here is probably two-fold...

- Firstly a few punchy bullet points that you can reach for when people ask you to sum up what you do.
- And secondly some 'every sentence has earned its place' copy that could potentially end up on your website or in your sales materials.

And once you've nailed this? Well, the chances are you really will be feeling pretty special!