

# Rule No. 3—Differentiate or Die.

Competition is expensive. Most businesses choose it anyway. If your business blends in, it's already falling behind. In crowded markets, blending in is a slow death. The only way to lead—not just survive—is to break away from the pack by creating clear, compelling differentiation. This isn't about being slightly better. It's about being meaningfully different in a way that customers recognize, value, and talk about.

## Ask Yourself:

If we stripped away our logo and brand name, would our products, services, or customer experience still make us unmistakably recognizable?

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## The Truth Is:

If your pitch includes the words 'we're like [competitor] but better'—you don't have a business, you have a prayer. Better is not a strategy. Different is. Tell me something your competitor cannot say, or get out of the lane you're already losing in.

**If you sound like everyone else, customers will treat you like everyone else.**

## Action Step:

Ask five of your best customers why they chose you—and what they believe you do better than anyone else. Compare their answers with your own team's assumptions. If the gap is wide, your differentiation is weaker than you think

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## Recommended Reading:

*Blue Ocean Strategy*, by W. Chan Kim and Renee Mauborgne

"The only way to beat the competition is to stop trying to beat the competition."

*What this week revealed:*

This week I gained clarity on \_\_\_\_\_

This week I said no to \_\_\_\_\_

# WEEK 14

## MONDAY

DATE \_\_\_\_\_

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## TUESDAY

DATE \_\_\_\_\_

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## WEDNESDAY

DATE \_\_\_\_\_

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## THURSDAY

DATE \_\_\_\_\_

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## FRIDAY

DATE \_\_\_\_\_

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## SATURDAY

DATE \_\_\_\_\_

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## SUNDAY

DATE \_\_\_\_\_

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## STILL UNFINISHED

- \_\_\_\_\_

## TOP 3 PRIORITIES THIS WEEK

- \_\_\_\_\_  
Why now? \_\_\_\_\_
- \_\_\_\_\_  
Why now? \_\_\_\_\_
- \_\_\_\_\_  
Why now? \_\_\_\_\_

*Notes:*

## THIS WEEK I'LL PROTECT TIME FOR