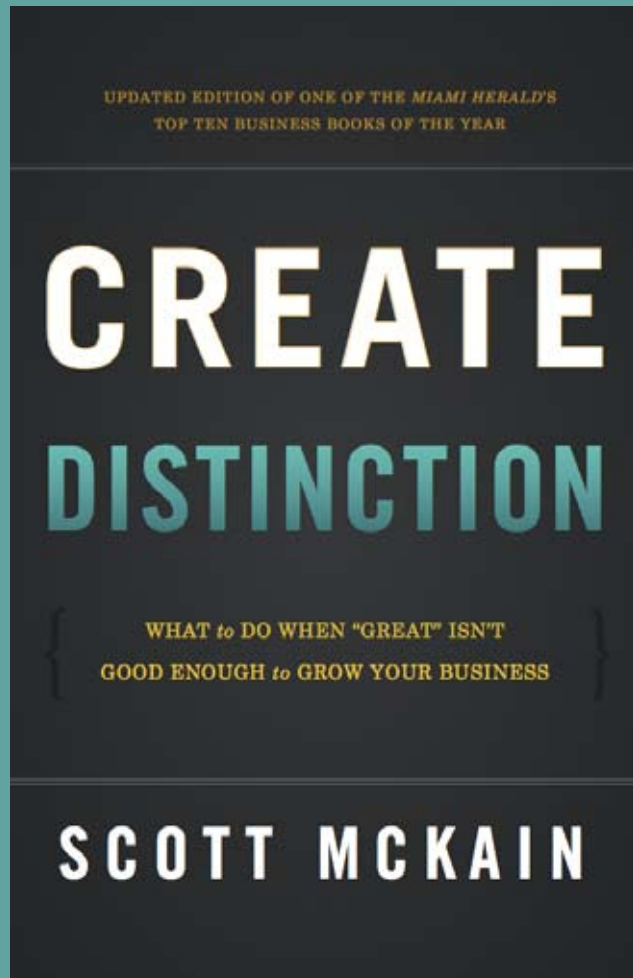




CREATE DISTINCTION

project distinct: The Workbook



“Great” isn’t good enough to grow your business anymore. Instead, you must “Create Distinction.”

SCOTT MCKAIN

WHAT *to* DO WHEN “GREAT” ISN’T
GOOD ENOUGH *to* GROW YOUR BUSINESS

About *Create Distinction*

Create Distinction is Scott McKain's award-winning guide to distinguishing yourself and your business -- a revised, updated and expanded edition of Collapse of Distinction --- one of the Miami Herald's TOP TEN Business Books of the Year.

About *project distinct* : The Workbook

The project distinct workbook is filled with action items, book excerpts and quotes to help in your efforts to create space between you and your competition.

If you like project distinct, please send it to everyone who needs to read it. We hope you use it as a guide to grow your business.

Feel free to email the project distinct workbook directly or place it on your blog.

About *Scott McKain* : The Author

Scott McKain is an internationally recognized expert on distinction, bestselling author, and Hall of Fame speaker. He specializes in educating visionary organizations and professionals on business growth through strategic differentiation.

McKain creates distinctive, bestselling books that clearly reveal how to create more compelling connections between you and your customers, and how to stand out and move up in every phase of business.

**Do you have the
courage to change
your mind...
and think more
distinctively?**

**In order to be
irreplaceable, one must
always be different.**

COCO CHANEL

The main objectives of Create Distinction and the project distinct Workbook are to:

- Provide a roadmap for understanding how this phenomenon of “sameness” happened -- and what you can do about it.
- Be a guide to assist you in making your business -- and yourself -- distinct in the marketplace.
- Outline strategies for making a difference that will endear you to customers -- and make you enduring as an organization and a professional.

Make a list of the ways that you believe your customers can tell the difference between you and your competition.

Having the lowest price is the single worst point of differentiation for any organization in any industry.

If your customers cannot clearly determine the elements in which you are distinctive from your competition... why wouldn't they choose them instead of you?

SCOTT MCKAIN

Why are so many unable to create distinction?

In part, it's because there are additional aspects to it.

- We have to deliver distinction directly to our customers and bridge the gaps that disconnect us from them.
- We have to extend distinction, to ensure we don't merely gain the customer's business and fail to retain it.
- Grow our distinction to further establish our position of market leadership.
- And speaking of "leadership," it's easy to talk about it; however, actually leading distinction in our organization -- becoming a leader of true distinction -- is both incredibly important and remarkably difficult.

We can't shrink our way to distinction as a company. But we can *serve* our way there.

Are you focused on the EXPERIENCE a customer has with you and your organization? List examples that explain why or why not:

**We were all born
originals -- why is it so
many of us die copies?**

Edward Young

Three Destroyers of Differentiation



Four Cornerstones of Distinction

**You were created to stand
out from the imitators.**

Geraldine Vermaak

Thoughts to Consider

If you keep doing what you've always done, you're going to receive LESS than you have in the past. Your competition is tougher, and the marketplace is changing.

Be so distinctive at what you do that your customers will want to repeat their experience -- and tell their friends, so they will do business with you too.

To be distinct, you must deliver not only what you promise. You must deliver *more* than you promise.

When you create compelling experiences for your clients, whether they are voters, students, guests at your dinner, or grocery-store shoppers, they remember your product or service in a more frequent and significant manner.

What are you doing to question and disrupt the customary? List examples:

**Unless you become vibrant
and committed to creating
distinction, your customers will
move on.**

SCOTT MCKAIN

You Can Do It

The easiest tactic for you is to merely continue what you are currently doing. You may perceive that to “not make waves” and to “keep on keeping on” are the safest things for you to do. In the majority of cases, this is the most dangerous approach.

Develop a business and career of distinction. Create ultimate customer experiences® for your customers, and they will never forget you.

Because of the Three Destroyers of Differentiation, your job -- from an organizational and individual perspective -- is only going to continue to increase in difficulty.

However, if you start today to chart a fresh approach based on the Four Cornerstones of Distinction, you can begin to enhance your organization while you nurture and grow yourself.

**Create Differentiation.
Build Distinction.
It will make all the
difference.**

**What is the ULTIMATE
experience a customer or client
could have with you or your
organization?**

**If God intended us all to
be the same, he'd have
given all of us braces on
our legs.**

Forrest Gump

Do you have the courage?

Do you have the courage to change your mind...
and think more distinctively?

If you like project distinct, please send it to everyone who needs to
read it. We hope you use it as a guide to grow your business.

Feel free to email the project distinct
workbook directly or place it on your blog.

Whether it is developing more distinctive customer service to
deliver enhanced levels of loyalty and profitability; or, growing your
leaders to the highest level of engagement, I want to help in your
efforts to create space between you and your competition.

I invite you to be courageous... and create distinction with me!

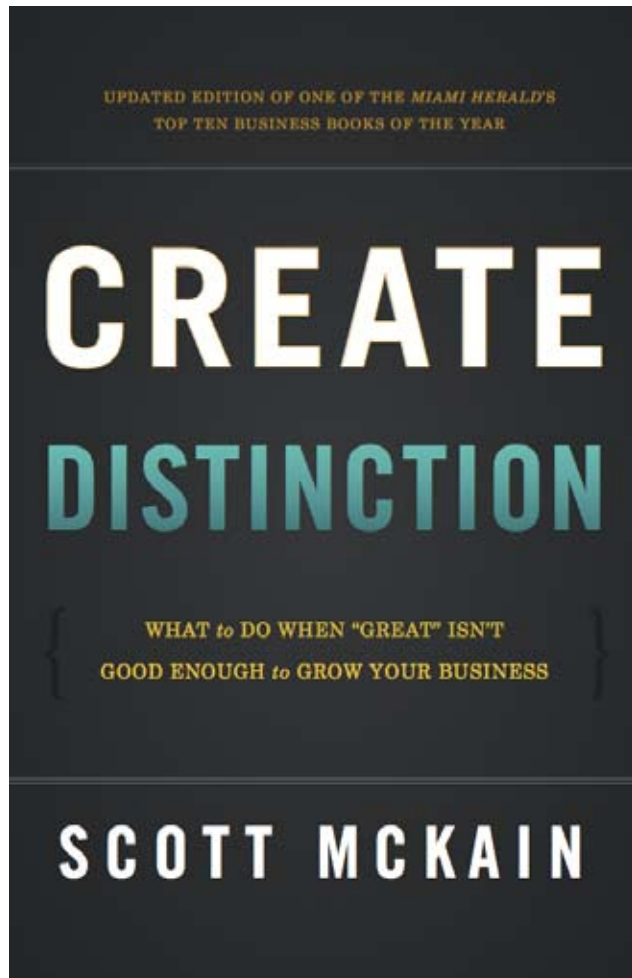


“Your only options are distinction
or extinction. Which do you
choose?”

SCOTT MCKAIN



be distinct!



Click to learn more about *Create Distinction: What to Do When "Great" Isn't Good Enough to Grow Your Business*



Learn More

More information about *Create Distinction* at
www.CreateDistinction.com.

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www.ScottMcKain.com

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