



# Your Competitive Advantage

## Part One

This is a "mad-libs" style worksheet that doubles as a tool you can use for marketing materials, speaking points, or even networking functions. It draws on all the work you've done throughout Module One, so break out those worksheets and spread 'em out so you can read them. This work will combine with your work from subsequent modules in the program. Feel free to edit/revise the word choices – but only after you've completed the first draft. The idea is to give you something to work with so that you don't get stuck in writer's block. After you've finished the exercise, feel free to re-word things so that they reflect your true voice.

As an entrepreneur in the \_\_\_\_\_ industry, it's important to me to do my best work for my right audience. I know I'm at my best when I'm (insert ideas from the "My Best Self" worksheet)

---

---

---

My strengths lie in (qualities from assessments or T.A.G.S. Worksheets)

---

---

---

And I particularly enjoy (T.A.G.S. Worksheet)

---

Some people might say I'm (assessments)

---

But for me, I just want to (Core Desired Emotions, Life Visioning, 5 Key Areas goals)

---

---

And I'm building a business that supports that vision for my life and work. That is what sets me apart in the marketplace, and if you or someone you know would enjoy working with someone like me, I'd love to connect and learn more.

## Example (from the About Page at Lisa Robbin Young.com):

As an entrepreneur in the music industry (or a musician in the business world, take your pick), I shine when I'm telling stories that inspire people to live their best life. I'm at my best when I'm in a group of people that love an eclectic mix of music and aren't afraid to hear their favorite tunes refreshed in a new style. My strengths lie in how I can see the big picture of a performance and strategically pick the right combination of stories and songs to leave the audience thinking AND cheering. I particularly enjoy using stories from my own journey as the unexpected backdrop for a song – like when I used my learning addiction to introduce Paul Simon's "[50 Ways to Leave Your Lover](#)." The song wasn't about "cheating" anymore, it was about recovery and reclaiming your True Self.

Some people might say I'm a little too intellectual or out-of-the-box for mainstream music, and they may be right. For me, I just want to let people know that I believe in them and that they really can do a lot more than they believe is possible. I want to hold that space of hope and encouragement through my work as an author, singer, and performer.

That's the vision that best supports my work and my life. That is how I define myself in a crowded music marketplace. If you resonate with the words I use, I invite you to share them with your world, and together, maybe we can give people the courage to be themselves more fully.