

Business Spectra

Consider three businesses in your market. One priced at the very high end, one at the very low end, and one in the middle. Other than price, what is it about those businesses that give you the impression they are "high end" or "low end" or somewhere in the middle? Once you've explored these businesses, assess your own great work as it stands today.

MY INDUSTRY/MARKET: _____

HIGH END BUSINESS NAME: _____

Other than price, what about this business leaves you thinking and feeling it is a high-end business offering?

LOW END BUSINESS NAME: _____

Other than price, what about this business leaves you thinking and feeling it is a low-end business offering?

Business Spectra Continued

MIDDLE OF THE ROAD BUSINESS NAME: _____

Other than price, what about this business leaves you thinking and feeling it is a middle of the road business offering?

THIS IS WHERE MY GREAT WORK CURRENTLY FALLS ON THE SPECTRUM

Low-End

Middle

High-End

What about your business leaves you thinking and feeling this way?

Is this really where you want to be? What needs to change/be maintained?