



Month 1: Increasing Your Productivity and Developing Your Unique Positioning Community Reinvention Program

NAME: _____

BUSINESS NAME: _____ COMMUNITY NAME: _____

TO DO: Becoming a Destination Business is not easy. This month, you have two (2) CD lessons to listen to. CD1 will discuss time management and changing the way you currently prioritize your tasks and long-term goals. CD2 will discuss how to best develop your Unique Positioning Statement. You will hear other BootCamp Graduates discussing how they've created their own Unique Positioning Statements for their businesses.

Listen to both CD's, complete the questions on this worksheet, and fax or email your completed worksheet to Jon, while keeping a copy for yourself. We will discuss your responses during our monthly Community Reinvention Program Conference call.

QUESTIONS FOR CD1: Laura Stack on Time Management

1. Do you currently spend the last 10-15 minutes of the day prioritizing the next day's tasks?

2. What do you like or dislike about having two (2) lists, a Master Task List and a Daily Plan List?

3. List two (2) major goals you would like to accomplish with your business within the next 6 months that will require you to "Work on Your Business" rather than "Working in Your Business".

1.

2.

4. What trivial activities are taking the time you need to work on "transformational" activities to "work on your business"?



QUESTIONS FOR CD2: Developing Your Unique Positioning: Success Network Tele-Conference

5. Complete the following phrases as you describe your business. Share this with the group.

Your business is:

- a. The state's only _____

- b. The home of _____

- c. The birthplace of _____

- d. The first _____

6. After listening to this recording, what is the best Unique Positioning Statement you heard?

7. What parts of your business are the most easily copied by your competition?

8. What parts of your business are totally unique and difficult to copy?

