

*Creating the Destination Community:
One Business at a Time*
Jon Schallert, President, The Schallert Group, Inc.



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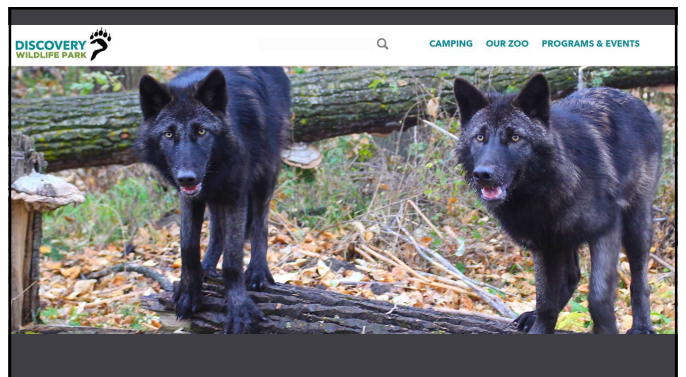
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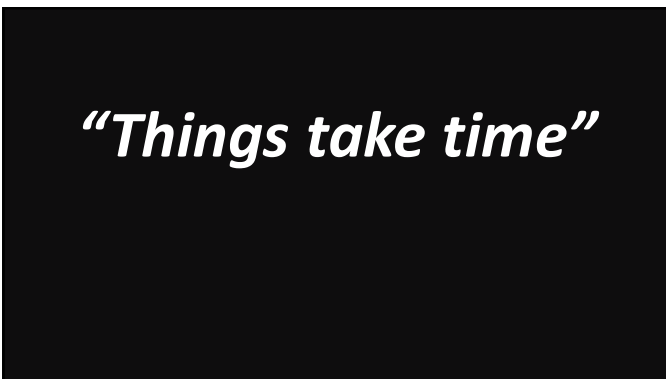
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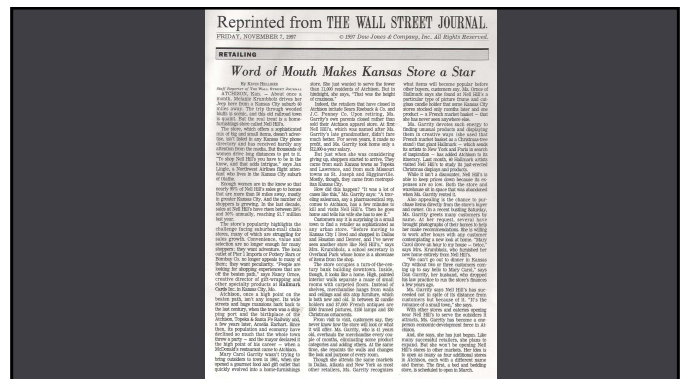
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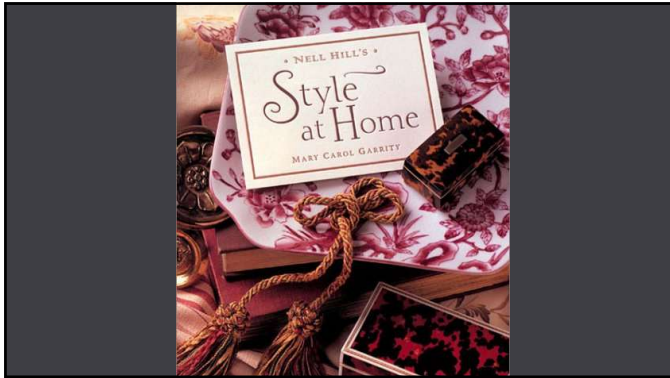
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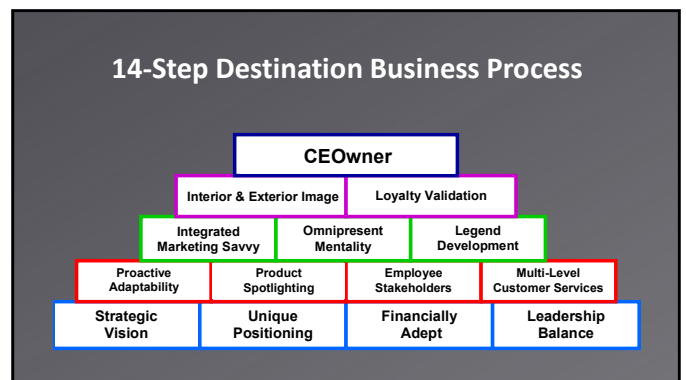
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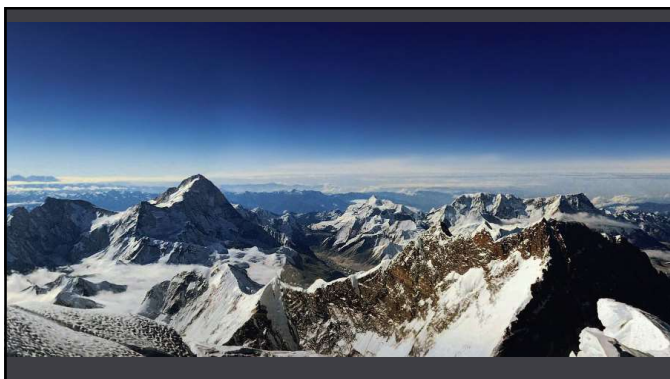
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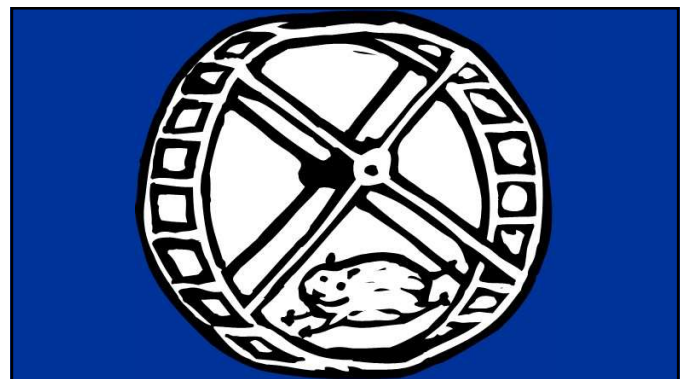
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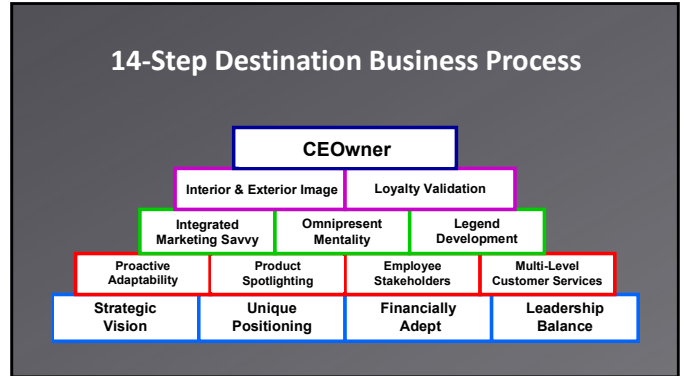
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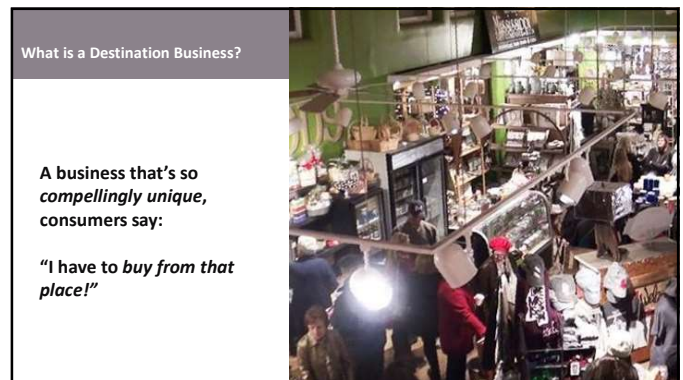
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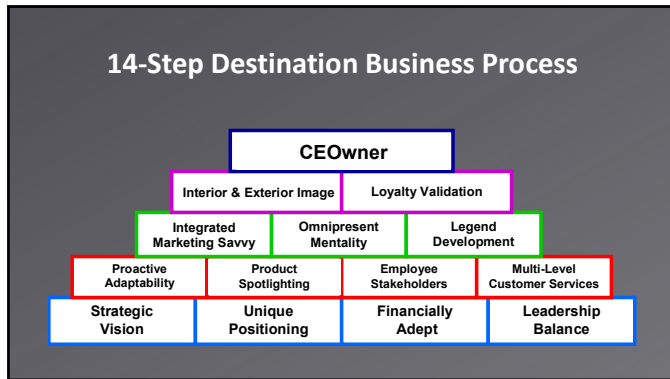


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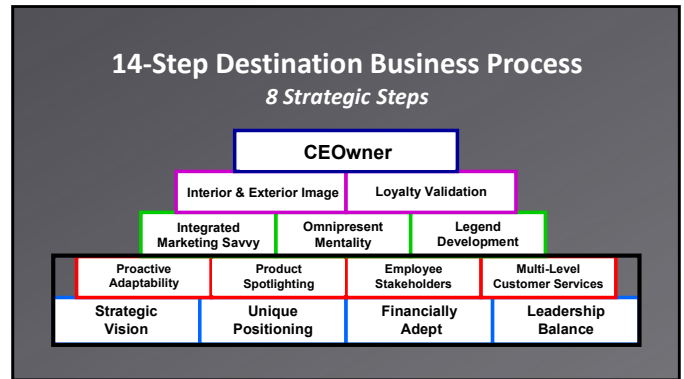


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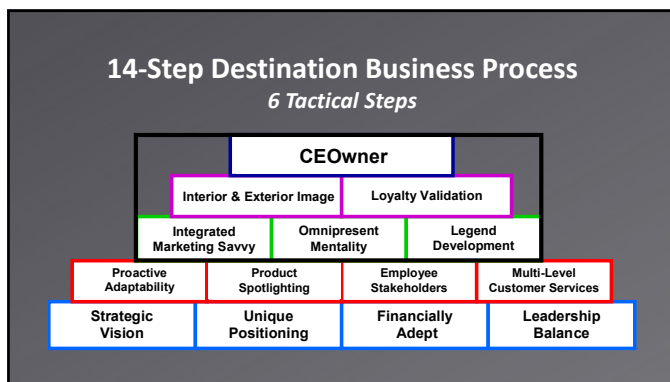
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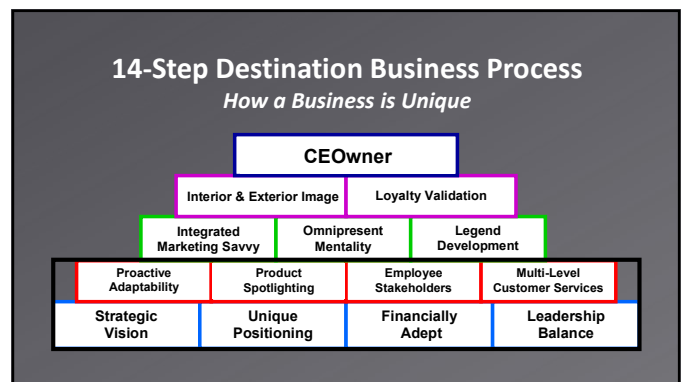
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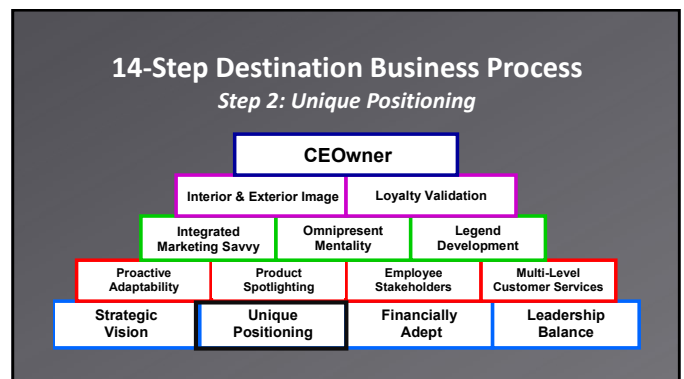


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unique
[yoo-neek]
adjective

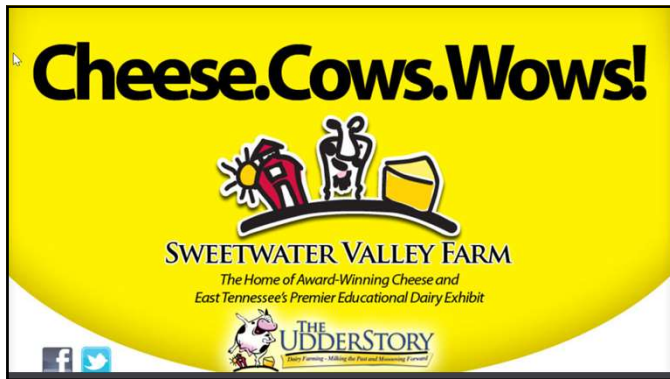
- 1 existing as the only one or as the sole example; single; solitary in type or characteristics
- 2 having no like or equal; unparalleled; incomparable

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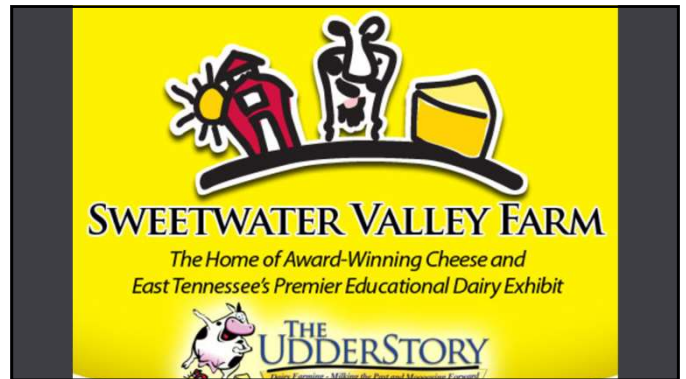


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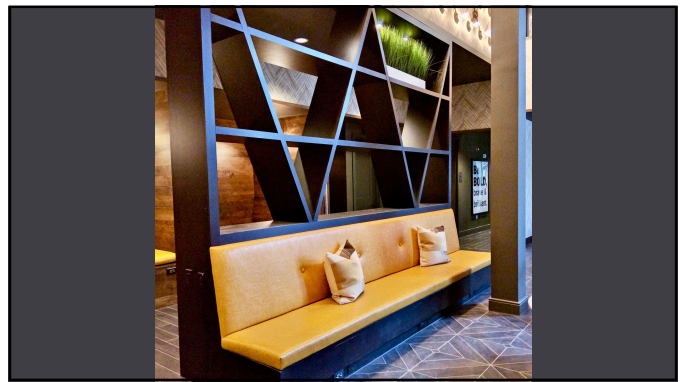
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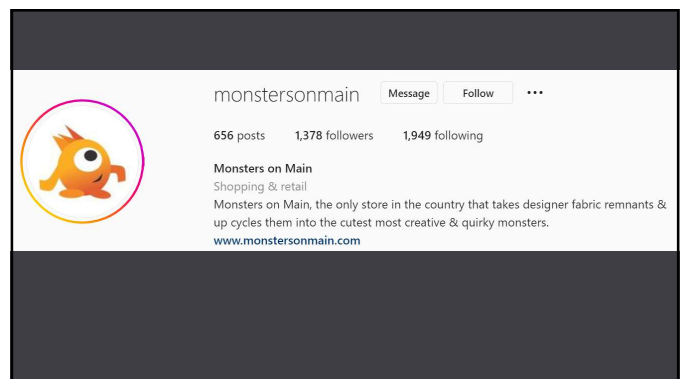
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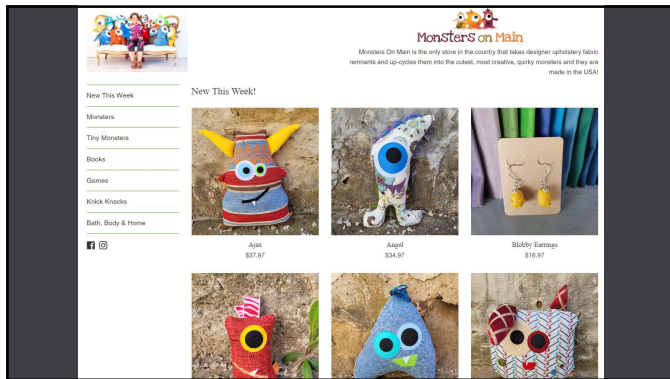
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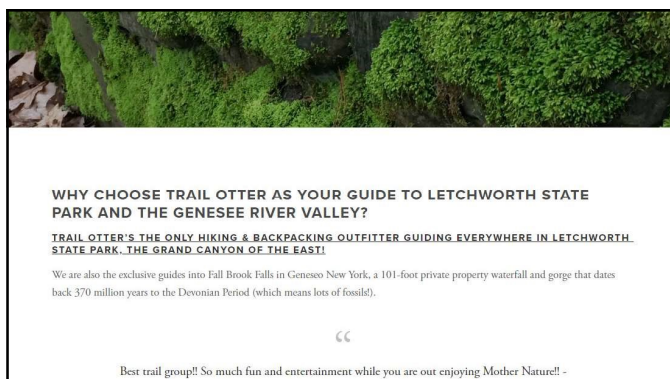
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Your Unique Positioning First Sentence

4. Add multiple points of uniqueness
5. Determine how much location you're going to claim:
 - Your city, county, state, region, country
6. In explaining your Uniqueness, NEVER USE "About us" or "Our History"
7. Use "Why we're unique"



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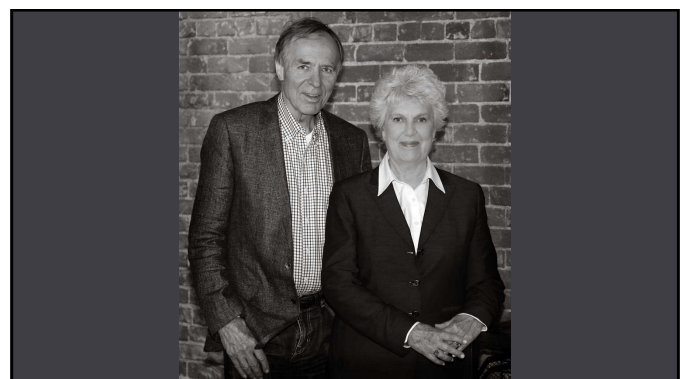
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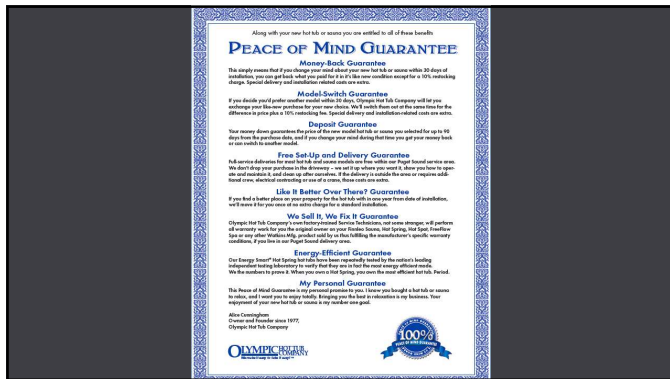
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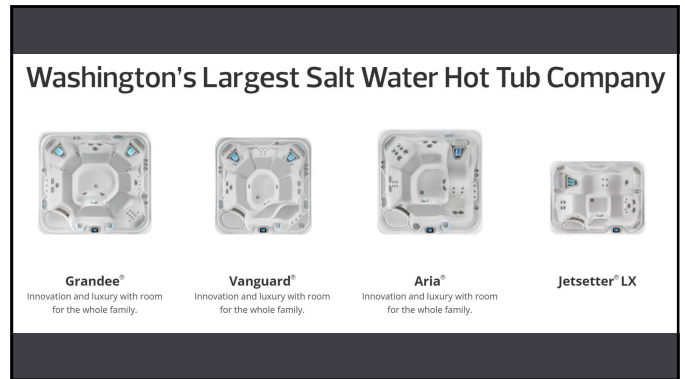
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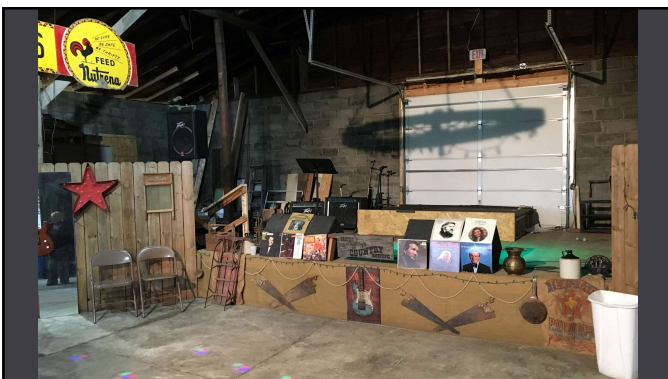
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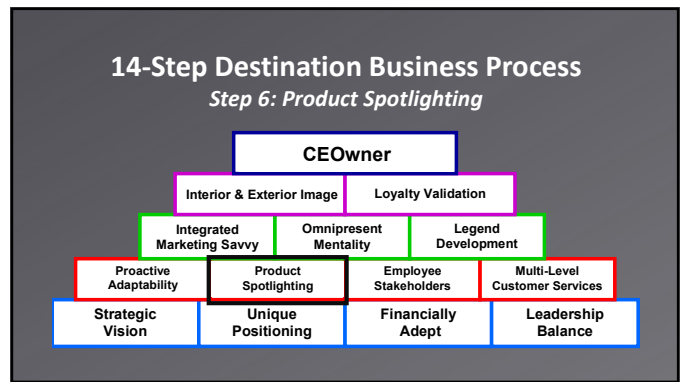
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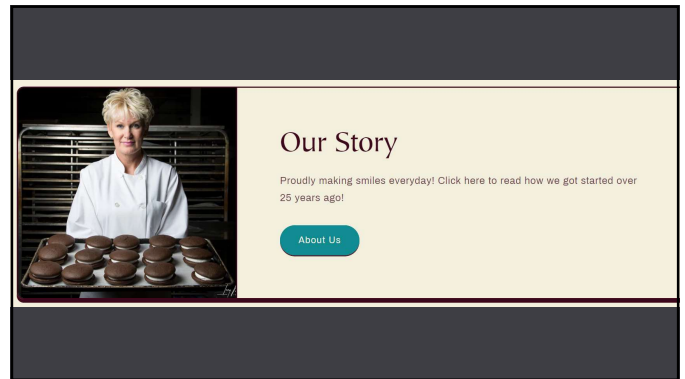


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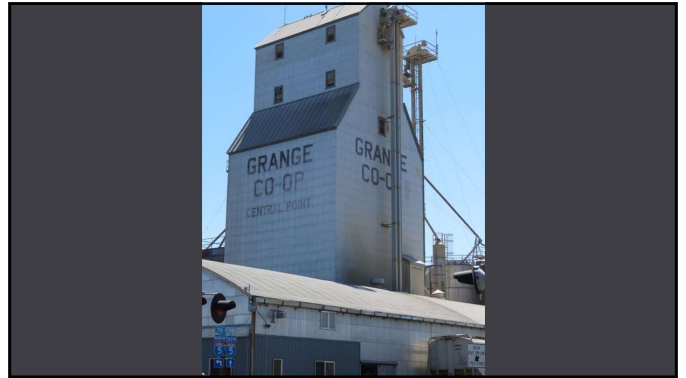


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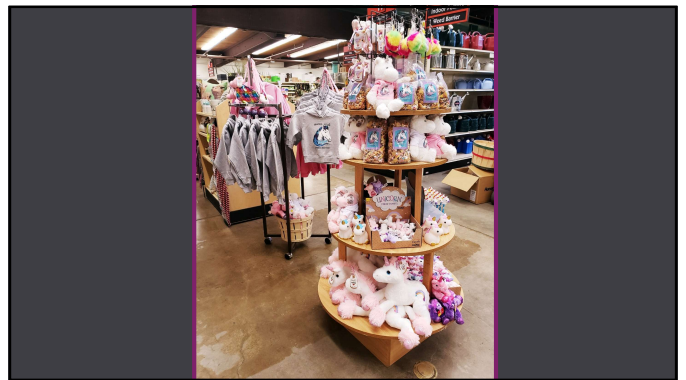
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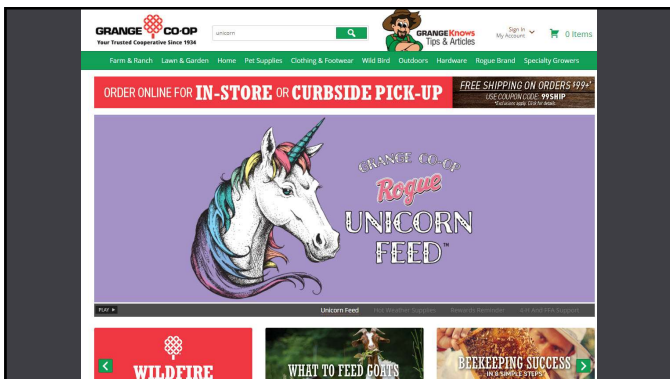
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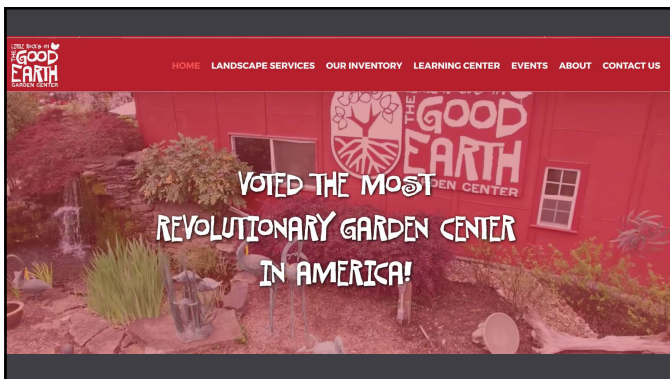
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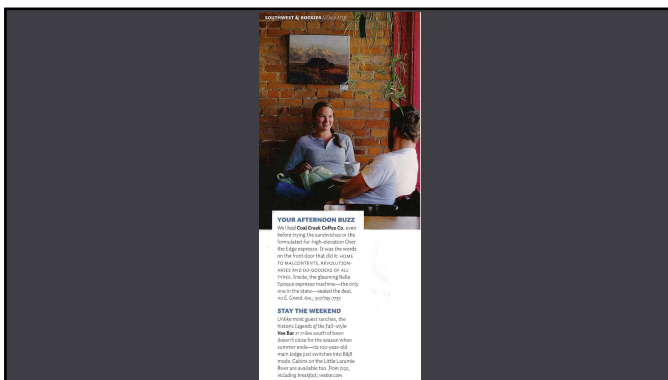
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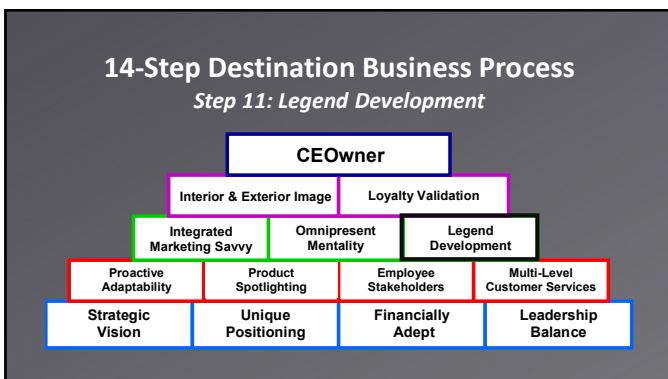
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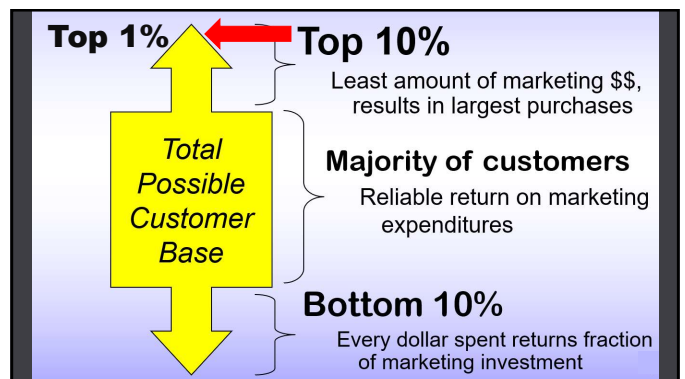
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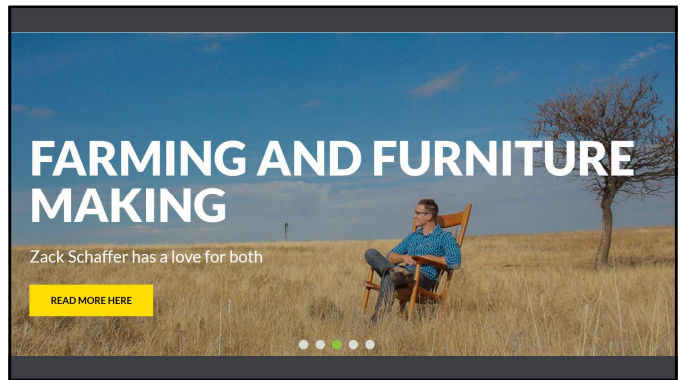
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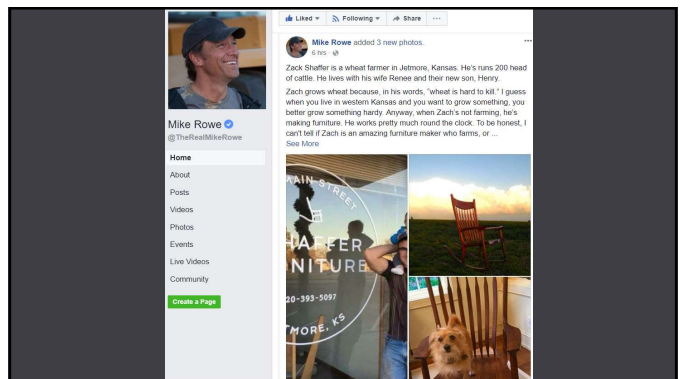
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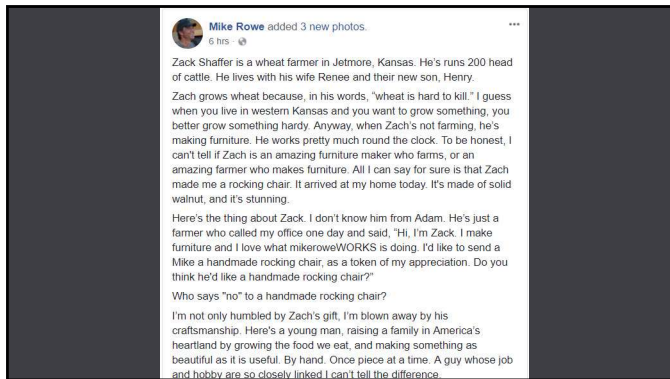
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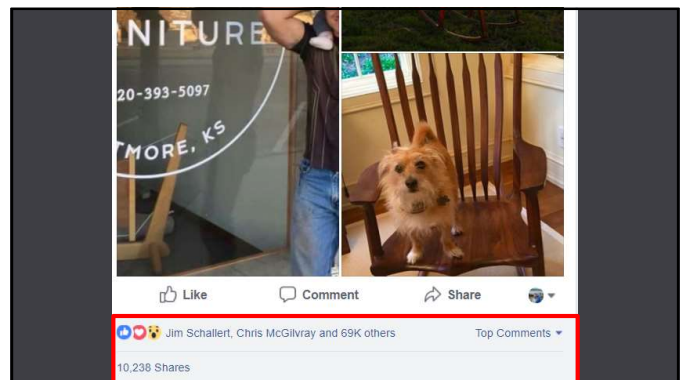
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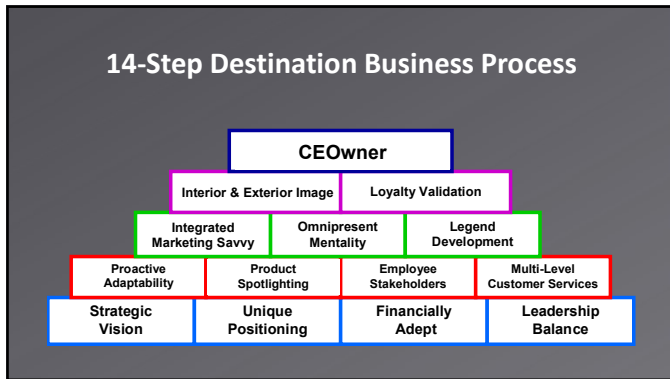
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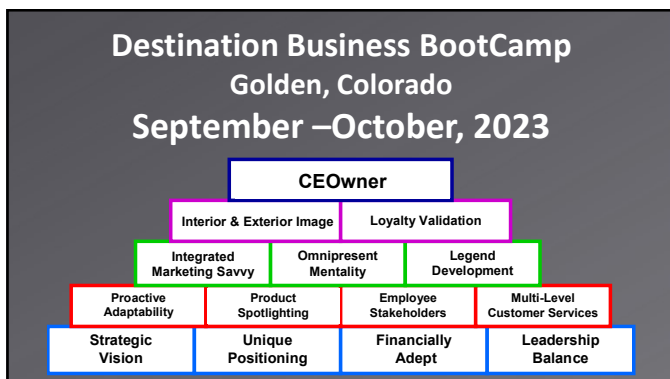
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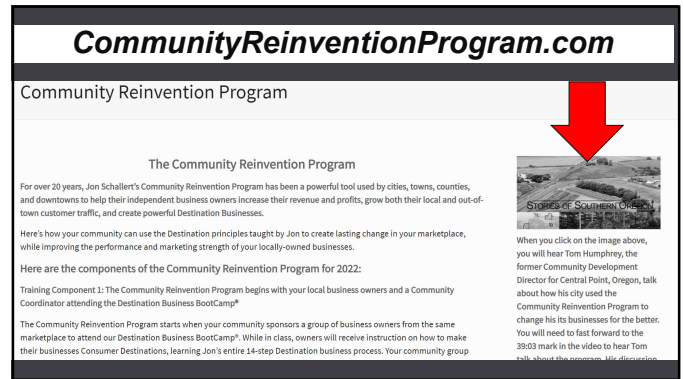
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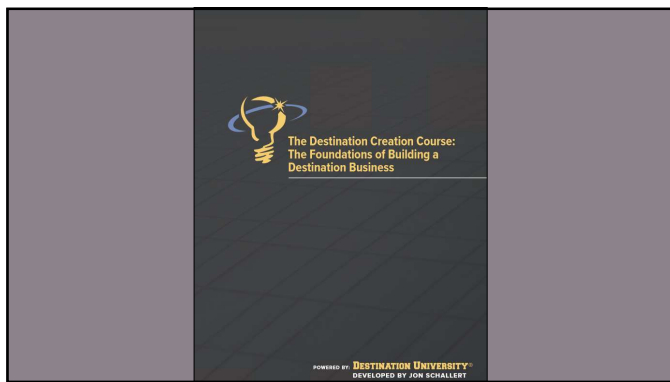
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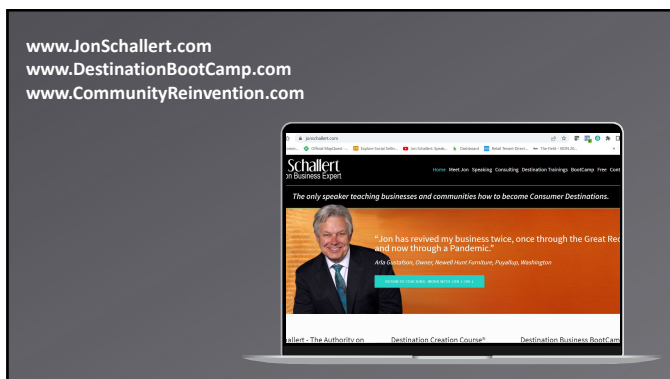
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