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| ***Keeping D.I.R.T.Y. Worksheet*** |
| **Disciplined** |
| 1. Other than your UVP, what pains, gains, and jobs do you offer which you must remain disciplined in keeping in the backdrop of your UVP precise brand? |
| 2. What ways can I more specifically align my UVP and my brand? (aka. What fluff can I cut out which may impose on my precision?) |
| **Intentional** |
| 1. List 3 ways you can communicate how your UVP is intentionally the best solution for your customers' jobs. |
| 2. Find a gain which may actually serve better, as a job. |
| 3. Find a pain which may actually serve better, as a job. |
| 4. Find a job which may actually be a secondary gain maker or pain killer which will be better branded as a separate product or service line. Consider how this may be interfering with your UVP-precision-branding. Or, consider how this may actually be your true UVP! |
| **Responsive** |
| 1. What is your average response time to customer, consumer, and staff input? |
| 2. What does your industry consider a reasonable time frame to response? |
| 3. What does your customer consider a reasonable time frame to response? |
| **Trustworthy** |
| 1. What is the single most important brand promise you must deliver on? |
| 2. What is the most common mistake your industry makes which needs recovery from? |
| 3. How can you best take ownership of those mistakes? |
| **Yourself** |
| 1. Who are you in a word? |
| 2. Who are you in a sentence? |
| 3. Who are you in a paragraph? |
| 4. Do the answers to 1-3 describe your UVP? |
| 5. How can you make 1-3 closer aligned with your UVP? |