

# Change the Game Matrix



You	Your Prospects	Your Competition
<p>What is your <b>Unique Champion Position</b>            What are your: Core Strengths, passions, values, successes, products and services, previous experience and or achievements.            Where does most of your business come from?            Do you have a signature product that is the most popular that attracts the majority of clients? Please describe</p> <p>What is it that people say you do well            What is it that people say "that just comes easy to you"</p>	<p><b>What are their needs and wants</b>, Pains Frustrations and desires?</p>	<p>Who are they and what do they <b>currently provide</b></p>
<p>What can you <b>package and promote differently</b> and better to serve the clients</p>	<p><b>What are they buying</b> and how are they buying.            Why aren't they buying from YOU?</p>	<p>How are they currently <b>Marketing</b></p>
Change	The	Game
<p><b>Describe</b> yourself as the Champion in this market.</p>	<p>How will you <b>engage your prospects</b> and turn them into long term fans</p>	<p>How can <b>you market different</b> to your competition</p>