



## How to set your business apart from the crowd

When we copy our competition, we end up looking like them. We end up offering the same things, the same experiences, products, or services.

But customers like to make choices—they *need* to make choices to feel fulfilled and happy about their decisions.

So what happens when businesses blend together? When every accommodation offers the same amenities? When every attraction targets the same guests? When every store offers the same range of products?

When everything looks the same, people make choices based on price, features, and convenience. Then they try to get the most for the least.

And that forces businesses and tourism operators into an uncomfortable and unsustainable bargain—offering more and more for less and less, trying to get new visitors away from the competition by putting on yet other promotion, special, or discount.

And while that race can be exhilarating for a while, it inevitably ends suddenly and sadly. Instead, to succeed for the long-term, businesses must set themselves apart. They must be different, unique, and the *very best* option for a particular type of customer.

How? By combining what you love doing the most, that you are or can be the very best in the world at, for a particular customer who appreciates your value above all the other options.

If you don't *love* what you do or what you offer, you won't be able to do your best for very long.

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If you're not the *best* at what you do, you'll only ever be able to compete on price, features, or convenience.

And if you don't have a *particular* type of customer in mind that you're uniquely positioned to help have the best possible experience, nobody will ever see themselves as your ideal visitor. They'll see you as generic, as one of a set, and they'll revert to easier choices, like who's the cheapest or the closest to the airport.

Think about your very best customers—why do they visit you when they have other options?

Think about what you love doing most, and what those best customers appreciate above every other thing you do or provide—what makes you special?

Think about what you're best at, what you can proudly say nobody does better than you do—and how does that help you provide what your best customers love most?

And think about when your best customers visit you—when did a need arise in their lives or in their hearts that told them they *needed* to travel, and how can you talk to them on, around, or about that moment?

Focus on the combination of those elements. What unique offering does that create that only you can do, because only you have that precise combination?

What can you do less of to help you focus even more on it?

What can you say to potential customers to get them to realize that you're different, special, unique?

That's how you attract visitors and guests without another discount, deal, or promotion. By being unique. By being different.

By being yourself.

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