### Play #2 Exercise: Defining How You Will Differentiate

Using the information in this Play, answer the following.

1. Keeping in mind the questions: **“Why will people buy my product/service?”** and **“How can I ensure my product/service stands out?”** List all your points of differentiation, starting with the strongest.
2. For each point of differentiation, add a concise explanation of why your *customers* will think this makes you different. *(Remember, you are not your Target Market!)*