OVERVIEW

Differentiation Test

Find what is true about you that competitors cannot copy.

CLIENT / NAME _____ COACH _____ SESSION DATE _____

P Purpose

Identify the two or three real differentiators in your practice — method, background, population, evidence — and cut the fake ones.

W Why this matters

'Certified and caring' describes ten thousand coaches. Differentiation is not louder claims; it is specific truth: who you serve, what you walked through, the way your sessions run.

1 The comparison set

Work here
Name 3-5 coaches your ideal client might compare you with. Study their public promise.

2 Your honest differents

Work here
List what is genuinely different in your work: training, lived experience, method, population, format.

3 The client's view

Work here
For each different, ask: would the CLIENT care? Cross out what only another coach would admire.

4 Prove each survivor

Work here
Attach one proof point (story, artifact, credential, result) to every differentiator you kept.

5 One-line version

Work here
Write the sentence that carries your main difference without naming or criticizing anyone.

R Read it back

READ-BACK

If your differentiators could be pasted into a competitor's bio unchanged, they are not differentiators. Keep only what only you can claim.

YOUR NEXT MOVE

Move your surviving differentiators into Tool 14 (Coach Bio Evidence) so the bio argues your case for you.