***Best Context***

**Tease out your true competitive advantage by stating what only you do.**

You can't build a great brand by being 'the best' - that's just another way of saying you're 'the same', just a little bit 'more'. Identify how you're unique, rather than better, to avoid losing out to brands that are 'worse' but have more money or fame. This is where you'll find the root of your brand.

1. Select the competitors you wish to compare yourself to. These may be direct competitors, or indirect ones you identified in The True Competitor. (If you're a 'weirding the normal' brand, they will always be indirect; see Weird Or Normal?)

2. Take the competitors one by one and list the factual differences between your business and theirs.

*Tip: these differences must be hard facts - no subjectivity whatsoever.*

Good example: Our ketchup is in glass bottles, theirs is in plastic.

Bad example: Our ketchup tastes good, their ketchup tastes bad.

Remember to consider:

* Difference in geography
* Difference in customer
* 'Under the hood' differences (e.g., manufacturing, company structure, range organization, etc.).

3. These differences are potential advantages. Feed them into a Value Mining session to see which has the most potential.