*Subjectivity Context*

**Write your strategy with no subjective language and see what's left - so you can be sure it's not just hot air.**

Your value offering must be unique, not merely 'better than' something else. Find out if you're disguising a weak strategy with fancy words, then transform it into something that is practical and powerful.

Try Only Is Better Than Best first to create a value offering that's unique, instead of just a 'better' version of something else.

1. Write out your strategy as a sentence. The content should be:

***The unique value your brand is going to deliver to customers, which they can't get elsewhere.***

2. Delete every subjective word - meaning any word that contains a judgment. For example:

* Value words: best, brilliant, exceptional.
* Superlatives (words indicating the highest or lowest possible level): fastest, smallest, cheapest.

If you were a hotel offering 'impeccable service', you would now be offering just... 'service'.

3. You should now be left with a value offering that is a statement of fact. Simply: what you do, without 'puffing it up'. What is left?

* Does it still work?
* Is it still unique?
* Is there anything left at all?!

If your strategy 'collapses' under this test, then it was never really a strategy. But if it stands up, congratulations! You now have clear and practical statement of intent