

TASK 2: PURPLE COW
STAND OUT FROM THE CROWD

WORK BOOK



THE PURPLE COW REVIEW - 6 QUESTIONS TO ASK YOURSELF:

1. WHAT ARE YOUR BUSINESSES VALUES?

2. HOW DOES YOUR CONTENT FIT IN WITH YOUR VALUES?

3. HOW DO YOU MAKE SURE ALL YOUR CONTENT IS ON BRAND AND RECOGNISABLE AS YOU?

4. WHAT MAKES YOU DIFFERENT? (USP)

5. HOW DO YOU COMMUNICATE YOUR USP?

6. WHAT DO PARENTS SAY ABOUT YOU, YOUR BUSINESS AND YOUR PROGRAMME WHEN THEY LEAVE? DO YOU EVEN KNOW WHAT THEY SAY?

WHAT YOU NEED TO POST IN THE COMMENTS

ACTIONS TO POST

Don't post a screen shot of the workbook .

Comment with these 3 things directly into today's task post.

- Your business values
- Your USP
- What parents say about you and your business when they leave