



BEST PRACTICE PROGRAM

MODULE

2

**How To Gain An
Unfair Advantage**

Copyright Notices

Copyright © 2010 by Mark Ryan. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the publisher.

Published by Mark Ryan

PO Box 890 EDGECLIFF NSW 2027, Australia – www.quantumdigital.com.au

Legal Notices

While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, lack of care, default, negligence or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular practice applications of this material.

The purchaser or reader of this publication assumes sole responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, both federal and state and local, governing professional licensing, business practices, advertising and all other aspects of doing business in Australia or any other jurisdiction is the sole responsibility of the purchaser or reader. The author, publisher and all distributors of this book assume no responsibility or liability for any loss or damage of any kind whatever arising as a result of any purchaser or reader of these materials acting on the opinions, advice and recommendation expressly or implicitly published here. We expressly do not guarantee any results you may or may not get as a result of following our recommendations. You must test everything for yourself. Any perceived slights of specific people or organisations are unintentional.

Version Number

This publication is version "2.1".

Learning	4
Having a Practice strategy	4
<u>USP</u>	<u>5</u>
<u>The team</u>	<u>6</u>
Planning	12
What action do you need to take?	12
<u>Define your singular promise (or USP)</u>	<u>12</u>
Use it, or you lose its advantage	15
<u>Test your understanding</u>	<u>17</u>
Doing	25
Your singular promise	25
<u>Define your USP</u>	<u>25</u>
Deliver the promise	28
<u>What team do you require to deliver the promise?</u>	<u>28</u>