



The Principles Quick-Guide

You are creating your competition. Most of it comes from doing what everyone else in your industry does, then stopping there. These principles are how you stop: in how you serve, how you show up, and who you become.

1. Serve in a way no one else will

- Live values that are better, more humble and more real than your competitors'.
- Spend less time promoting on money.
- Make others' priorities your priority, and their feelings too. Obsess over what helps them. Doing what others do and then stopping is lazy.
- Become at least 2x more helpful, in a way they don't expect.
- Wow your customers in a way nobody else can.
- Shock your customers with how you show up.

2. Go where others won't

- Decide what you're willing to do, give or create that others could never touch, or wouldn't.
- Go so far beyond, in the area where others won't, that they can't catch you.
- Go after ideas that don't match your marketplace, then test them with real customers.
- Follow a path that's totally unexpected.
- Stop investing time, money and energy into the extras that don't matter, and add the extras that do.
- Do at least two things your competitors will never do.

3. Say no with style

- Say no to things others would say yes to, even good projects, if they aren't your project.
- Get good at saying no. Do it consistently, and with style.
- Be secure in your choices, for your own reasons.
- Never need anyone else's approval. Ever.

4. Become someone nobody else can become

Amplify your value beyond your label.

Eliminate competition with who you become in your five core forces: **body, mind, spirit, relationships and business.**

- Become someone nobody else can ever become.
- Amplify your gifts.
- Take actions others aren't willing to take.
- Be more prepared.
- Be more inquisitive than anyone.
- Make every conversation about the other person.
- Do what you say you're going to do.
- Keep a running list of what makes you exceptional and where you're lacking, and work to master what will make you exceptional.
- Carry a noticing journal. Notice the distractions, rules, rituals and feelings that no longer serve you, and systematically remove them.
- Don't dress for success, dress for yourself. Be you. All you.

5. Build habits others will never stick with

- Send a personal note to every customer at least once a month.
- Keep your car ridiculously clean, inside and out.
- Iron your t-shirt, if that's what you're going to wear.
- Get a great haircut every week.
- Take time with your personal style. Be your own stylist.
- Create workshops or events that support others, and make them nothing about you.
- Create client appreciation programs purely to appreciate people.
- Be more consistent than anyone else, and than you've ever been. Be crazy consistent.

Your next step: UNLOCK THE FULL FORMULA with Nate

These principles change how you show up. The full CompetitionProof™ formula finds the distinction your buyers will value that no competitor can claim.

Together, we'll use a proven formula, backed by Think Tank business intelligence and primary and secondary research into your best buyers, to tap into the full power of CompetitionProof™. That includes seven questions you've never heard before, each one capable of revealing demand and distinctions your competitors don't even know exist. Not "quality," "open 24/7," "best prices," "fast turnaround" or "same-day service," but what actually makes you exceptional: a category of one.

Start with a free 15-minute discovery call. We'll look at where you're creating your competition, and you'll find it both shocking and refreshing.

Nate Lindquist • Innerspire • 603-714-5176 • innerspire.com