



IDENTIFY YOUR SCHOOL'S UNIQUENESS & DIFFERENTIATORS

ACTION: Identify your strongest competitors. They may be other private schools, the public school system, a charter school, home school, boarding school, etc... Print as many of these pages as necessary, but brainstorm about the unique ways you stand out from your SPECIFIC competitors. This will help you when you are talking with families from these SPECIFIC schools. You will have specific things to talk to them about, rather than defaulting to generic "talking points" that will not resonate.

I believe it is also good to highlight the differentiators at the various levels of your school - showcase your strengths!

DIFFERENT THAN _____ SCHOOL:

[Lower School Differentiators]:

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[Middle School Differentiators]:

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[Upper School Differentiators]:

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DIFFERENT THAN _____ SCHOOL:

[Lower School Differentiators]:

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[Middle School Differentiators]:

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[Upper School Differentiators]:

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DIFFERENT THAN _____ SCHOOL:

[[Lower School Differentiators]:

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[Middle School Differentiators]:

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[Upper School Differentiators]:

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DIFFERENT THAN _____ SCHOOL:

[[Lower School Differentiators]:

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[Middle School Differentiators]:

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[Upper School Differentiators]:

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