



# How to Differentiate Your Solopreneur Business

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Solopreneurs are doing it all, so this checklist has been developed for the person who is short on time.

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# 1

## Uncover Your Authentic Differentiators

Your first steps involve seeing yourself through your clients' eyes.



You should not conduct this research yourself. Consider trading services with another trusted firm or researcher.



Have the researcher interview your best current clients. Use the following questions as a guide to uncover pain points, trust signals, and the value your clients receive from you.

- What challenges were you initially trying to solve when you first hired us?
- What other solutions or firms did you consider?
- What made you first decide to hire our firm?
- What made you think you could trust us to solve your challenges?
- Why do you continue to work with our firm?
- What do you value most in our processes?
- What do you like least about market research in general?
- What value do you receive from working with us?
- When you tell others about working with us, what do you say?
- How did you use the insights we provided?
- What difference, if any, did the insights we provided make for you?



Compile a list of potential differentiators based on the insights gathered from your client interviews.



Create a list of your competitors--the individuals or firms you lose business to.

# 2

## Understand the Competitive Landscape

Once you have a list of potential differentiators, place them in the context of your competitors to find gaps in the market that you can leverage. Using a spreadsheet might help you organize your findings.



Use AI to conduct a competitive analysis. Analyze the websites of three to five competitors using this prompt:  
Review the entire website [http://\\_\\_\\_\\_\\_](http://_____) and tell me who their target audiences are, their value propositions, their stated differentiators, and the SEO keywords the site is optimized for. Deliver the findings in a spreadsheet format.



Now, identify market gaps. Based on the AI findings, ask AI to determine where the gaps are; where there are opportunities for you to stand out with a unique message or position.

# 3

## Choose Your Differentiators

With your internal and external research completed, you can now make informed decisions on the differentiators on which to focus.



Review the list of potential differentiators that AI came up with against your audience research. Cross-reference what your clients value about you with what competitors say--and don't say--about themselves.



Select differentiators that are authentic, relevant, and provable. Your claims must be true, matter to your target audience, and be something you can substantiate.



Time and resources permitting, validate your chosen differentiators before you do a full rollout. Run your ideas past colleagues, and some current and former clients. See if the ideas ring true to them.

# 4

## Bring Your Differentiation to Life

A differentiation strategy is only effective if it is communicated consistently and powerfully. If you don't message your differentiators, they don't exist.



Use AI to help you update your brand messaging to reflect your new positioning. This includes your email signature, website, social media profiles, sales materials, and any other client-facing communication.



Develop content that highlights your differentiators. Use AI to create case studies or other materials that provide proof of your unique value and expertise.



Commit to the investment. Updating all messaging is a worthwhile effort that is crucial for the long-term, sustainable growth of your business.

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By following this checklist, you can move away from competing on price and start winning with a clear, compelling, authentic differentiation strategy that attracts your ideal clients.

I will be presenting a workshop on How to Differentiate Your Business at the QRCA 2026 Conference in San Antonio, Texas. [Register for the conference](#) and create your differentiation strategy live with me!



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