

What is our Purple Cow?

In a book written by Seth Godin, he discusses a vacation he and his family took to the countryside. He talks about how throughout the trip, they marveled at how many cows there were grazing in the open fields, and how majestic they were. He goes on to explain how after many hours they had seen so many cows that the sight had become common place, and the conversation turned dull.

At one point, however, Seth recalls how he noticed one cow that stood out from the others. It was a long horned, long haired, magnificent creature known as a Highland Cow. Instantly, that one cow revived the conversation. Seth then posed the unusual question, "would happen if that cow was *purple*? Wouldn't she **seriously** stand out from the rest?"

Throughout the book, he recounts story after story of companies that are *Purple Cows*, explaining how they stand out from their peers (competitors), and grow consistently, year after year.

So we would like to ask you, what makes us a *Purple Cow*?

- 1) Why do you think our dojo is different? _____

- 2) What is it about our services that you can clearly say are different from other schools, or our competition? _____

- 3) What do you think we can do differently to make our school clearly stand out in the customer's minds? _____

- 4) What is it that we can communicate to our clients that will clearly educate them about our uniqueness, and why they should be excited about it? _____

- 5) Why are we a *Purple Cow*? _____

- 6) Share your thoughts on what you think we can improve (be honest). _____

Name of Team Member _____