



# Specialize

**Focus on your Specialty and watch your business grow!**

**This is your best chance to separate your business from your competition.**

<b>Market you want to dominate</b>	
<b>Your product/service that “fits” this market</b>	
<b>Potential market size</b>	_____ Customers \$_____ sales/month
<b>Market demographics</b>	Age range _____ Gender __Male __Female Geographic _____ Other _____
<b>Competitor #1</b>	___ % Market share. Why do people buy from them?
<b>Competitor #2</b>	___ % Market share. Why do people buy from them?
<b>Project your sales</b>	\$_____/month _____ % increase over current sales
<b>Method to reach these new customers</b> <i>(check all that apply)</i>	__ Print ads __ Coupon books __ Email __ Radio __ TV __ Direct mail __ Flyers __ Partner referrals __ Other _____
<b>Added cost to reach market</b>	\$_____ Labor \$_____ Materials \$_____ Marketing
<b>New market launch</b>	Date: _____
<b>Resources in place</b> <i>(check all that apply)</i>	__ Financing Date _____ __ Labor Date _____ __ Training Date _____ __ Marketing Date _____ __ Production Date _____ __ Delivery Date _____

*Within 30 days, apply the **final step** in the simple DARE Process – **EVALUATE**, and measure your success.*