

THE FIVE STAR FORMULA



CREATIVITY

BEING A FIVE STAR BUSINESS
MEANS YOU ARE UNIQUE IN YOUR OFFERING.

WHAT MAKES YOUR BUSINESS SO SPECIAL?

WHAT ABOUT YOUR SERVICE / EXPERIENCE IS UNLIKE ANYWHERE ELSE?

WHICH PRODUCT DO YOU SELL THAT NO ONE ELSE DOES OR SERVES IN
THE SAME WAY?

BRAINSTORM IDEAS FOR YOUR NEXT UNICORN PRODUCT (SOMETHING NO
ONE CAN GET ANYWHERE ELSE)

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CREATIVITY

LIST OUT YOUR KEY GUESTS AND A PERFECT UNICORN PRODUCT FOR THEM

KEY GUEST PERSONA

UNICORN PRODUCT

WHICH PRODUCT WILL YOU START TO MARKET TO YOUR KEY GUEST?
WHEN WILL THIS BECOME A REALITY?