

## Authentic Marketing Blueprint

### What is Your Authentic Marketing Blueprint?

It is a single document intended to guide all your marketing activities for the next year and beyond. It is a description of who your customer is, what you offer, and complementary language you can use again and again to market your business.

It comes from inside your heart, which is what makes it Authentic. Your Authentic Marketing Blueprint is like your fingerprint – it is a unique reflection of you, and while it is certainly a map to business success, it is also a map to personal healing and transformation.

It contains eleven elements:

1. Decision Statement
2. Core Product Being Marketed
3. Your Authentic Customer or Target Market
4. Core Benefit
5. Unique Selling Proposition
6. Specific Market Claim or Result

Here are some of the benefits:

- Create laser focus in your marketing, which renders powerful results (think Laws of Attraction)
- Clarify in your own mind the value you provide (or would like to provide), which will give you purpose, confidence, excitement, and commitment
- Provide consistent language that when used over and over again will be clearly understood and processed by your audience. This is the key to conveying a powerful message AND to building trust.
- It will keep you from getting distracted. If it's not aligned with what's on this page, then don't do it in your business.
- It provides the beginning language for all marketing materials you create.

### Decision Statement

- Your **Decision Statement**, filled with high-frequency energy
  - A high energy statement of intention for your business success

### Core Product Being Marketed

- The **Core/Primary Product Being Marketed** is the product or service for which you are building this marketing and selling system. If you are a consultant, your core service are your consulting services. If you are a coach, it's your coaching services. If you are an accountant, it's your accounting services. This is the product or service that you intend to build a healthy, consistent revenue.

## Authentic Customer or Target Market

- Who your **Authentic Customer**, or **Target Market** is, stated in a clear, concise way that others can understand. Your target market answers the question, "Who is your customer?" The best way to state your target market is by creating a brief and simple Who and What Statement – *I help people who...[insert the 'Who']... and want to have... [insert the 'What']...*
  - For my overall business: small business owners, with less than \$50 million in annual revenue, who want to build profitable, sustainable businesses that give back
  - For this course: heart-centered solo-entrepreneurs who struggle to market themselves effectively
  - For my coaching business: conscious business owners who want to double their revenues, profits, and feeling of fulfillment in the next 12 months
  - For my consulting business: Hyper growth businesses with \$5 to \$50 million in revenues that have a great CEO but are struggling due to absence of operational management. They've grown to a point where they need a COO who can strengthen the operational core of the business and help take the business to the next level.

## Core Benefit

- The **Core Benefit** your business provides
  - The ultimate reason your target market buys from you
  - It's your customers' hope – in a nutshell -- for what they will achieve or receive when receiving your products or services
  - It's something clear and tangible.
  - It's something that your target market would be willing to pay \$1000 or more to have
  - It's probably not a feeling. It's more a solution.
  - Great core benefits fall under these categories:
    - Success
    - Health
    - Relationships
    - Sex
    - Money

## Unique Selling Proposition

- Your **Unique Selling Proposition** – a unique message about itself versus the competition that each business or brand should develop and use consistently in its advertising and promotion.
  - If you cannot concisely describe the uniqueness of your idea (and create some excitement in potential users), you may not have the basis for a successful business.
  - In his book *Reality in Advertising*, [Rosser Reeves](#) (Chairman of the Board at Ted Bates & Company) founded the term “unique selling proposition,” and gives the precise definition as it was understood at his company:
    - Each advertisement must make a proposition to the customer: "buy this product, and you will get *this specific benefit*."
    - The proposition itself must be unique - something that competitors do not, or will not, offer.
    - The proposition must be strong enough to pull new customers to the product.
    - Reeves warns against forming a USP based on what he calls "The Deceptive Differential" - a uniqueness that is too small or too technical that customers cannot observe the differences in actual practice.
  - There are two major benefits in developing the USP. First, it clearly differentiates your business in the eyes of your current and potential customers or clients. Second, it focuses your team on delivering the promise of the USP, helping to improve your internal performance.
  - To formulate your USP, ask yourself:
    - What is unique about your business or brand vs. direct competitors? You'll probably find a whole list of things that set you apart; the next questions will help you decide which of these to focus on.
    - Which of these factors are most important to the buyers and end users of your business or brand?
    - Which of these factors are not easily imitated by competitors?
    - Which of these factors can be easily communicated and understood by buyers or end users?
  - For WorldChangingBusiness: our unique selling proposition is that we blend Fortune 500 best practices with a timeless spiritual approach to achieving both success and fulfillment in business. Most providers offer one or the other. We are the only providers in our market to effectively provide both.
  - Rather than thinking about how you're different than your competition, think about your unique blend of qualities, experience, presentation, and talents creates value your customer can only find with you.

## Specific Market Claim

- A **Specific Market Claim** that creates even more clarity of the results your product or service could provide
  - The specific market claim of this program is simply “implementing a system that guarantees more customers, prospects, and partners in 3 months or less”
  - The specific market claim of the WCB Home Study Program is “building a 12-month plan to double your revenues, profits, and feeling of fulfillment”
  - For my coaching and consulting clients, the specific market claim is “*building a successful, sustainable business that gives back*”
  - For Tide with Bleach – it removes 30% more protein stains than other brands
  - The more specific you can be, the better. The key is to move into the mind of your customer and really understand what they want.
  - Like the benefits of having a USP, there are benefits to having a specific market claim. First, it clearly communicates the “consumer perceivable benefits” of your product or service, and thereby ensures you’re offering something valuable. Second, it focuses you and your team on delivering the promise of your Specific Market Claim, helping to improve your internal performance.

## Elevator Pitch

- Your **Elevator Pitch** blends several aspects of what you’ve already put together and gives you the ability to speak clearly about your business. Here’s the template:
  - *I help people who... (insert target market) and struggle with (insert primary challenge or problem of your customer). I help them (insert core benefit). What separates my services... (insert USP)... And because of this my clients receive/experience (insert specific market claim).*

## Being of Service

- **Being of Service** is critical in the marketing and selling cycle, which is why you are invited to clarify how you are being of service:
  - **First, To Your Gifts.**
    - Consider all the gifts, talents, and experience you have. Write down the gifts you intend to honor and express through your business. Honoring and expressing your gifts, rather than holding back or allowing them to become dormant, will bring forth the very best of you into your business.
  - **Second, To Your Purpose.**
    - Contemplate and listen to your heart to understand your bigger reason for being on this planet. What do you feel the purpose of your life is? This isn’t just about business, this is about you as a human being. Examples might include: being an instrument of the divine, to experience love and joy, helping others make a difference, seeing the good in every pair of eyes I meet, to bring kindness, to be a model for inner peace, etc.

- **Third, To Your Family and Community.**
  - It is important to understand how you and your business can be of service to your family and community. Write down the ways you would like to be of service to your community and family. Your list might include general things like serving them with love, understanding, protection, joy, financial security, a good role model, or other similar things. And you might also want to get more specific. With your family, you might want to serve them with putting a roof over their head, providing a college education, putting organic meals on their plates every night, giving them vacations and holiday. In your community, you might have the desire to help the poor, educate the disenfranchised, preserve wildlife, donate to your church, or some other specific cause.
- **Fourth, To Your Customers.**
  - How would you like to serve your customers? What results do you want to offer them? How do you want to make them feel? Through which specific channels do you want to reach them?

## What's Next?

Once you have these pieces, the next thing we will do is decide *specifically how* you plan to market and you're your products and services to your target market. That's where the Product Marketing Funnel comes in. The Product Marketing Funnel is the channel you build that effectively converts suspects all the way to clients. And then once they are a client, how you keep them as a client. You will build your Product Marketing Funnel in Modules 5 and 6.