

Authentic Marketing Blueprint Deepening

Now that you have a draft of your Authentic Marketing Blueprint, it's time to take each element into your heart and move them into a deeper level, aligned even more with your soul's vibration.

The "deepening" process in this document will ask you to do three things:

1. Listen from the perspective of your higher self to become aligned with your soul's vibration
2. Become more focused and specific (replace generalizations)
3. Eliminate words (especially adjectives)

Decision Statement

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

Deepening Process

1. Higher Self Perspective: From a spiritual perspective, the Decision Statement helps you declare from the inside-out **how to act as if you are your Higher Self**.
2. Become more focused and specific: Read through your decision statement and underline the word that holds the most power for you. Hone in and detect from your heart, "What is the power of this word? What is its wisdom?"
3. Eliminate words: The most powerful decision statements have less than four words. More words puts you in your mind. Less words puts you in your heart. The intent is to shift your inner being into a higher energetic consciousness. One or two words can do that. Simple statements like "I am _____," or "I _____" require little thought, but can be filled with power and direction.

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.

Deepening Process

1. Higher Self Perspective: From a spiritual perspective, the Core Product is like the Star of Bethlehem. It's the first gift, the first direction, the first offering to prospects. It was the first step of many for an ongoing relationship with Jesus. The Core Product you offer your prospects is this first step. Consider it **the first profound, yet simple gift** to them.

2. Become more focused and specific: Make sure that what you are offering is one specific product or service and not a cluster of products and services. And make sure the product or service you are offering is not general, like “coaching.” Allow it to be specific, like “Divalicious Coaching.” -- Make sure it is branded.
3. Eliminate words: This is generally not a problem here, but just make sure it’s clear and concise.

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’]...***

Deepening Process

1. Higher Self Perspective: From a spiritual perspective, who your Authentic Customer is and what you help them achieve, is your **outer world mission**. The Who and What Statement defines how your soul is intended to serve, specifically, right now, in this chapter of your life (and possibly for all of your life). It is directed by the Universe, or god. It is not up to you. It is up to the larger powers of the universe.
2. Become more focused and specific: Now that you’ve created a draft using the structure above, find the most natural way for you to say it. It may not follow the structure exactly. Also, see if you can use the inspiration of your Authentic Customer to make your target market even more specific. Stretch yourself to even feel a tiny bit uncomfortable about how specific you’re being. And again, look at the “what” and make it even more specific to your more focused target market. Try it out. You can always go back to the more general approach. There is wisdom in this exercise.
3. Eliminate words: Especially adjectives. You might think they are making your statement more specific, but in fact they are doing the total opposite. They are also distorting the clarity of your statement. Listeners get hung up on the adjectives and have a hard time processing what you’re saying. Simplify as you make specific.

Core Benefit

The **Core Benefit** is the primary benefit your target market hopes to achieve through your products or services. It is something clear, tangible, and measurable. It is not a concept or a feeling. It’s a true result.

Deepening Process

1. Higher Self Perspective: What have you struggled, time and time again to overcome in this area of your life? What lesson do you find yourself having to learn again and again? From a spiritual perspective, the Core Benefit you offer

customers is the **Solution to your #1 Life Challenge**. You are the perfect person to offer this benefit, because you understand at a profound level, how it feels to carry the weight of this challenge. You understand the pitfalls, landmines, and roads to victory. And what's amazing, is that as you bring this benefit to others, you will continue to fill yourself up with this benefit. You will heal your heart of the pain this challenge has given you.

2. Become more focused and specific: The key here is to articulate a very specific result. A result that can be measured and is not open to interpretation. Why is this important? Because it gives your customers something to shoot for. It creates clarity, which is needed for change. It also gives you something to build your business (and your life) around.
3. Eliminate words: There should be no adjectives in your core benefit. Only words that are specific and are not subjective.

Unique Selling Proposition

Your **Unique Selling Proposition** is a unique message about your business versus the competition that each business or brand can develop and use consistently in its advertising and promotions.

Deepening Process

1. Higher Self Perspective: From a spiritual perspective, the Unique Selling Proposition is your **Life Lesson** (stated in a positive way). Have you noticed that the challenges you've faced in life have offered you many lessons? The way you have navigated the tough times suggest the special gifts and wisdom you've learned along the road. It speaks of the way you've overcome. The specific way you've overcome heralds your unique way of handling the challenge in question.
2. Become more focused and specific: There is something really special and unique about you or your business. Pick one thing you want to become known for. The one thing that will bring out the best in you. The one thing that will put you on your higher path. But ONE thing. It could be a specific way you deliver the results. It could be that you do it somehow better or faster than others. But something truly unique about you.
3. Eliminate words: Again, limit the adjectives. Maximum adjective usage is one.

Specific Market Claim

A **Specific Market Claim** creates even more clarity about the specific results your product or service is aimed to provide. It may be the same as your Core Benefit, or it might be even more specific. This is something measurable and tangible.

Deepening Process

1. Higher Self Perspective: From a spiritual perspective, the Market Claim is **what you and your Authentic Customer need to heal**. It's a specific outcome that allows you to feel that you have truly been of service, while giving your Authentic Customer something that will change the way they feel about the future. And

while it will ask you to stretch, your Market Claim is also realistic, as it must be accomplished in order to create the healing affect.

2. Become more focused and specific: how can you make the result even more specific? Measurable? Time-oriented?
3. Eliminate words: Again, limit the adjectives. Maximum adjective usage is one. If you use an adjective, it should be the same one used in the USP.

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:

- o *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).*

Deepening Process

1. Higher Self Perspective: From a spiritual perspective, your Elevator Pitch (think of it as an 'Revelation Pitch') is the **invocation of your Higher Self**. This is what your Higher Self would say when asked the question, "So What Do You Do?" By creating this statement, practicing it, memorizing it, and allowing it to become a mantra from your heart, you will actually become it. You will actually rewire your brain and reframe who you are. Picture yourself standing atop a great mountain announcing to all the gods of the world who you are and what you do. These are divine words to be spoken not from your mind, but from your heart.
2. Become more focused and specific: Now that you have the structure, re-word the statement so that it becomes natural to you. Speak it out loud 25 times each day for the next two weeks. Listen with your heart as you speak. Which words are in harmony with your higher self, which ones are not. Replace low vibration words with higher vibration words. Look to be accurate and specific, not general and grandiose. Be brave with your specificity.
3. Eliminate words: Shoot to have your statement be less than 50 words. You get a special prize if yours is clear, specific and less than 35 words!!

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 to your gifts, your purpose, your family, your community, and your customers.

Deepening Process

1. Higher Self Perspective: From a spiritual perspective the ways you are of service are **your divine gifts**. The gifts offered up to you by the universe, god, the divine. They are meant to be shared, for to not share them will be a source of much struggle in your life. The world, and specifically, your Authentic Customers and your Family, need your light. Without it, they starve and so do you.
2. Become more focused and specific: Now that you have a list of gifts under each category, select with your heart the most profound gift you are meant to give within each category. And at the end, select with your heart the single most profound gift you are meant to give overall. This may also speak to your USP.
3. Eliminate words: One or two word maximum per gift.

Next Steps

1. Every day read your Elevator Pitch out loud 25 times. Move towards saying it without looking at the paper. By November 11th, be able to speak your Elevator Pitch from your heart without looking at the words.
2. By November 11th, ask a minimum of 10 people the following questions about you (via email is fine) and compile your results:
 - a. What would you say I am good at? What are my strengths?
 - b. What are my special talents or gifts?
 - c. What do you think I would be perfect doing? What career, profession, or business do you think I am best suited for?
 - d. What three adjectives would best describe me?
 - e. And of those three adjectives, which one most strongly describes me?
 - f. How many people can you think of (specific individuals) fit this statement: [INSERT YOUR WHO WHAT STATEMENT]? Don't worry, I'm not asking you to refer them, I'm just testing to see whether this statement allows you to identify an actual person or people, or is it too vague?
3. Speak your Elevator Pitch to at least 10 times to others. Notice how it feels. HINT: There is magic in doing it 10 times (or more), versus 2 or 3 times. It's okay for it to be a work in progress. Just start saying it to people. Get to your 10 by November 11th.
4. Ask three people in your target market to review your Marketing Blueprint. Ask them to how strongly they resonate with your "Who What statement." Also find out, on a scale of 1 to 10, their level of interest in your Core Benefit, USP, and Market Claim. A level 10 would mean they'd pay upwards of \$1000 right now for this result, if they knew they could have it.