

Offering A One-Of-A-Kind Solution

The purpose of this document is to support you in opening up the possibilities of how you can make your product a special, one-of-a-kind solution that only your company can offer.

To find out what's unique about your product, let's review some of the elements in your Authentic Marketing Blueprint.

The areas I'd like to review are...

- Core product being marketed
- Your target market
- Core benefit
- Unique selling proposition
- Specific market claim

As we go through these areas, be sure to have your Authentic Marketing Blueprint in front of you. You may, in the conversation feel you want to make adjustments to your blueprint. That's fine. Your blueprint is a living breathing document that can change, improve, and evolve along with the rest of your business.

The Core Product

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.

The intention today is to transform your product or service into a one-of-a-kind offering.

Consider: What can you do to move your product from being a commodity product to being a unique one-of-a-kind specialty product available nowhere else but with your company??

Target Market

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]...***

In considering how to make your product unique, it's important to consider your who your target market is, and what specifically would appeal to them.

In other words, the way you elect to make your product or service stand out and be unique must be perceived as important, desirable, or valuable to your target market, or you've missed the boat.

Action: Consider your core product and your target market. What benefits would your target market appreciate in your core product? What benefits would appeal to them? Make a list. (Later in this document, this list of benefits can help you formulate your USP.)

Core Benefit

The **Core Benefit** is 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 is NOT a feeling. It is a clear and measurable outcome they're hoping to accomplish. It's something they want NOW – versus something they'll realize they want after they've worked with you for a while.

It's important that your Core Benefit be perceived as *immediately* valuable to your Target Market.

Action: Consider your core product, target market, and the core benefit you intend to offer. What is the primary benefit? --The benefit they want right now, where they are. What would make this benefit even more appealing??

USP and Specific Market Claim

Let's talk about your **USP** and the **Specific Market Claim** together, because they're closely related.

Your **Unique Selling Proposition** states what is unique or special about your offering.

Your **Specific Market Claim** that creates even more clarity of the results your product or service provides. It's how you share your USP with your market.

Examples:

Domino's Pizza – They decided their USP would be “delivering pizza faster” than the competition. And out of that, they created their Specific Market Claim: “If we don't deliver your pizza in 30 minutes or less, it's free!”

That literally was communicated in all advertising whenever you read an ad or saw an ad on TV.

It was clear to all people that Domino's had the fastest delivery and they guaranteed that if it didn't happen, your pizza would be free. This is what they needed in the beginning to really get things moving.

Mr. Mac's Clothing Store has built a tremendous business over the last several years strictly on price. Thus, his USP is “being the least expensive.” And thus, the specific market claim used in their advertising is “Remember, no one - I repeat, no one buys clothes at a lower price than Mr. Mac and no one sells clothes at a lower price than Mr. Mac.”

Federal Express built its delivery and shipping business on its USP of being able to deliver your package overnight. They translated that into a Specific Market Claim: *"Federal Express: When it absolutely, positively has to be there overnight."*

NyQuil cold medicine has the unique value proposition of making sure you can get a good night's sleep. And their Specific Market Claim is *The nighttime, coughing, achy, sniffing, stuffy head, fever, so you can rest medicine."*

Your USP and Specific Market Claim separate you from the competition.

Together, they **set up a "buying criteria"** that illustrates your company is the most logical choice to satisfy their need. The USP and Specific Market Claim make your product or service the "gotta have" item.

Write your Specific Market Claim so it creates desire and urgency. The USP and Specific Market Claim can be stated in your product itself, in your offer, or in your guarantee:

- **PRODUCT:** *"A unique baseball swing that will instantly force you to hit like a pro."*
- **OFFER:** *"You can learn this simple technique that makes you hit like a pro in just 10 minutes of batting practice."*
- **GUARANTEE:** *"If you don't hit like a pro baseball player the first time you use this new swing, we'll refund your money."*

Action: Considering the your target market, core benefit, and the list of benefits you've been compiling, take a moment and consider these questions –

- What makes your product unique? Think about the actual product itself. What would you like to be unique about your product?
- What kind of offer could you make about the delivery, efficacy, speed, or customer service? Rather than thinking about the product itself, think about *how the product is delivered*, the specific type of service, or the results. Think about how you would like to be known. If you are a socially responsible business, your commitment to using green-friendly raw materials, or your practice of promoting within could also be a unique selling point
- Do you offer a guarantee? What is your guarantee? What would you want to guarantee?

Action: Looking at the list of all the things that make your offering unique, decide which unique factor you want to be known for. Pick one. Not two or three. Pick one. (Domino's also has great service and cares about the product, but what they decided to be known for is "delivering pizza in 30 minutes or it's free.") What can you do to make this unique difference **REALLY** stand out? What are three things you can do to emphasize this difference?

Product Description

Now that you have considered your core product, your target market, core benefit, unique selling proposition, and specific market claim – out of this, start to consider what you want to call your product or service.

This isn't the name of your methodology or system. Rather it's how you describe your services or product.

The idea is to describe your services in more specific terms, so it's not just, "I'm a consultant," "I'm a coach," "I'm a lawyer," "I'm an accountant." Even "career coach," "marketing consultant," or "business consultant," are over-used descriptions that sort you into the commodity class of offerings that hundreds of people can provide.

For example, instead of offering coaching, you might offer...

- Client Attraction Services
- Relationship Re-Programming
- Vision Development Services
- Board Room Mentoring

Notice how the examples above speak to the core benefit being offered. The name of the service speaks for itself.

The idea is to **elevate your product** from being a commodity, to being a one-of-a-kind experience.

If you refer to your product as a commodity, people will see you as a commodity. If you refer to your product as a unique offering available nowhere else, they will see you that way.

Action: This week, brainstorm and come up with a more engaging and accurate way to describe your core product. Include this new description on your Authentic Marketing Blueprint under the section, “Core Product.”

Proprietary Formula or System

To further make your product stand out, it’s important define the unique recipe of your product or service.

By defining your unique recipe, your products and services become irresistible.

Below are examples of physical products known for their unique recipe. The recipe itself is considered incredibly valuable and consumers select these products for the specific recipe used:

- Coca-Cola
- Kentucky Fried Chicken
- Aveda
- The Body Shop
- Ben & Jerry’s

So if your core product is a physical product, rather than the service, consider what makes the recipe of your product unique.

If your core product is a service, consider the *system* you use (or will use) to deliver the core benefit, USP, and Specific Market Claim. I call this system your “Proprietary System.”

What is your own proprietary system? – a system that articulates the unique way that you -- and only you -- serve your clients.

First, name your proprietary system. Giving your system a name will set your system apart and begin the process of creating a “brand.”

So, what makes a good system name?

- It communicates the ultimate benefit

- It connects to the target audience
- It communicates the ultimate benefit
- It connects to the target audience
- It creates energy and excitement
- It produces some kind of feeling
- It motivates someone to action

Your product may have 2 parts: **a main title and a sub-title:**

- A good **main title** speaks to the ultimate benefit and creates interest.
- The **sub-title** creates clarity about the product... like how the ultimate benefit will be delivered or by when.

Giving your product or service a specific name sets your service apart.

Action: Brainstorm and construct a name for your system. Include the name of your system in your Authentic Marketing Blueprint, in the section marked "Core Product."

How do you define your proprietary system? The good news is that if you're already delivering your services to others, you already have your proprietary system living inside you. You're already using it! You just may not haven't defined it in a way that is most attractive to potential clients.

A great way to determine your proprietary system is to identify the kinds of things you typically do with clients:

1. What do you do with a client in the first meeting?
2. What do you do after that?
3. And after that?
4. And after that?
5. Keep thinking of what you do until you run out of things you do.

Action: Answer the 5 questions above and make a running list of all the things you do to serve your clients and bring them to the Core Benefit.

This serves as the basis for your how.

Most service models are some version of this...

1. Understand the current condition of the client
2. Identify a change they'd like to make
3. Clarify that change in more specific terms
4. Create a plan to get there
5. Take action
6. Review and begin again

Action: Using the list of 6 common items used in most service models, continue to add to your list of “things you do” to bring a client to the core benefit.

Next, you can take your list of what you do with your clients and transform it into a series of steps, elements, or areas of focus.

- a. The 5 Habits..
- b. The 4 Steps...
- c. The 3 Essentials ...

Examples of such systems are...

- ***The Trust Mastery System***

In the Decide Phase –

- You decide on a specific area of your life you want to transform, using the transforming tools of self-trust
- You make the commitment to trust yourself – by following your inner wisdom at a deeper, more consistent level
- You create a written *decision manifesto* – backed by a high-energy, high-attraction feeling you declare to yourself and the universe that you are committed to creating something wonderful in your life
- You also create an *Ordinary Distractions Warning List*, which includes gremlins, potholes, and danger signs – excuses, habits, limiting beliefs, and unconscious commitments to beware of and continuously eliminate ongoing

In the Vision Phase –

- Map out a clear, specific vision of how you want that one area of your life to look, feel, and be one year from now.
- Create a clear, measurable inspiring goal that you can build towards in this area of your life
- Map out the 5-8 *Key Milestones* that will lead you to the manifestation of your inspiring goal
- Build a step-by-step plan

In the Creation Phase –

- Move through the process of manifestation by looking each week for inner guidance
- Eliminate fear and resistance that would otherwise prevent the creation process from happening

- Leverage and invoke the higher powers of courage and love
- Use the process of forgiveness to heal old wounds and move you forward
- Be held accountable for weekly progress on your plan

In the Celebration Phase –

- You take a Bold Action of Celebration – This might look like a long-awaited vacation, a small celebration with friends, a trip to the spa, or a day you designate as your day.
- Claim the Moment Celebration -- You become responsible for acknowledging yourself by setting up a simple daily ritual of claiming the joy, fulfillment, blessings, and abundance you have created
- Harvesting New Wisdom – You will also extract lessons learned and incorporate the new wisdom into the next phase of your business as you prepare to re-enter the Decide phase once again.

- ***The Seven Catalysts of Trust: Tools To Discover And Build Self-Trust In Any Moment***

- **Wisdom – For Use At Any Moment** – Discover how to dip inside to access your Higher Self wisdom
- **Resistance – For When You Are In Struggle, Fear, or Overwhelm** – Excavate your power by moving into and transforming your pain
- **Courage – For When You Know What To Do, But Don't Want To** – Remember that you have a heart of a warrior and activate your strength
- **Discovery – For When You Long to Be Nurtured, Accepted, and Cared For** – Reconnect to your wise inner child and have them show you the way home
- **Alchemy – For When Forgiveness and Compassion Are Needed** – Peer through Divine Eyes to reveal the magic going on in every relationship in your life
- **Invocation – For When You're At A Crossroads or Are Ready to Take A Leap** – Invoke and become Your Higher Self and live at the speed of light

- **Transcendence** – *For When You Want To Be Amazed By Who You Are* – Unveil your grandest power – your power to transform yourself while giving back to the world
- ***The 4-Step World-Changing Business Model***
 1. **Decide.** Get clear on your life mission
 - **See with incredible clarity what you were born to do** and become known for it so you feel fully-alive.
 - **Infuse your passion into a business concept** that is guaranteed to succeed because it is defined by your own definition of success.
 - **Excavate your inner wisdom** to align your business with your highest path and feel certain -- both about what you are creating and your ultimate success!
 2. **Vision.** Discover exactly how to bring your vision into reality
 - **Create a crystal clear business vision** and implementation plan infused with your natural gifts.
 - **Clearly communicate** your over-the-top business vision with such precision and passion that people identify and support it immediately!
 - **Improve or transform an existing business** or organization so you feel reenergized and experience the true fulfillment you desire.
 3. **Create.** Design your business with surefire strategies for success
 - **Design your product or service** using the 16 step by step processes that prepares, guides and sweeps you toward success!
 - **Begin executing a clear 12 month action plan** -- mapping your exact path to success.
 - **Create a user-friendly business plan** that maps a clear path to your success (with incremental assessments that keep you right on track).
 4. **Celebrate.** Flourish, prosper and embrace your success
 - **Manifest your first business goal.** Celebrate immediate success and see the prosperous you living in your full light!
 - **Move beyond the critical step** of working in your business to working on your business.
 - **Transform your life and existing career with heart** so you can get back to the roots of what you once enjoyed and celebrated.

- ***The Four Agreements by Don Miguel Ruiz***
 - 1. Be Impeccable With Your Word**
Speak with integrity. Say only what you mean. Avoid using the word to speak against yourself or to gossip about others. Use the power of your word in the direction of truth and love.
 - 2. Don't Take Anything Personally**
Nothing others do is because of you. What others say and do is a projection of their own reality, their own dream. When you are immune to the opinions and actions of others, you won't be the victim of needless suffering.
 - 3. Don't Make Assumptions**
Find the courage to ask questions and to express what you really want. Communicate with others as clearly as you can to avoid misunderstandings, sadness and drama. With just this one agreement, you can completely transform your life.
 - 4. Always Do Your Best**
Your best is going to change from moment to moment; it will be different when you are healthy as opposed to sick. Under any circumstance, simply do your best, and you will avoid self-judgment, self-abuse and regret.

- ***The Seven Habits of Highly Effective People, by Steven Covey***
 - Habit #1 - Be Proactive:** Principles of Personal Vision
 - Habit #2 - <http://www.leaderu.com/cl-institute/habits/habit2.html> Begin with the End in Mind:** Principles of Personal Leadership
 - Habit #3 - Put First Things First:** Principles of Personal Management
 - Habit #4 - Think Win/Win:** Principles of Interpersonal Leadership
 - Habit #5 - Seek First to Understand, Then to be Understood**
 - Habit #6 - Synergize Principles of Creative Communication**
 - Habit #7 - Sharpen the Saw:** Principles of Balanced Self-Renewal

- ***E-Myth's Seven Centers of Management Attention***

- **Leadership** is the core center that provides the direction and purpose for the entire business.
- **Marketing** is the research and analysis of your customers and the formulation of strategies and tactics that will shape your business processes.
- **Money** represents the financial side of your company including obtaining and controlling the movement of money within the business, as well as creating the company's financial value.
- **Management** is the way in which you manage people, systems and resources. It also encompasses the infrastructure and culture of your company.
- **Lead Generation** is creating awareness in your target markets and attracting customers to your products and services.
- **Lead Conversion** encompasses sales and the enrollment of customers and clients in your services. It's the conversion of leads into buyers.
- **Client Fulfillment** includes producing and delivering on the promises made in lead generation and lead conversion.

Action: Create your proprietary system.

Why have a clearly defined proprietary system?

- It will help you secure complimentary sessions and speaking engagements by creating clarity about how you can help.
- You'll have MUCH higher customer conversions. People will be much more inclined to write you a check if they are clear about what you do and how you will help them.
- It will give you confidence. No longer will you fumble around trying to explain what you do and how you do it. Your system speaks for itself.
- It increases the perceived value of your services. That's right! In a short time you'll find raising your prices to be an automatic outcome.
- Having a system will make you a better provider. Having a system enables you to delve deeper into your craft.
- It becomes the basis of many, many products to come. Your proprietary system can evolve into books, cds, programs, teleclasses, articles, and much more. And since you're following your system, all the products you create will appear to be in the same family, which builds credibility and trust with your audience.

Visualization

1. Take a deep breath, and allow yourself to float down, deep inside, into your sacred stillness. Just imagine yourself dropping down, deep inside to the core of your being. As you connect to the movement and sound of your breath, allow the feeling of peace, surrender, and ease to fill up your whole being. Feel what it feels like to be surrounded by your love, held by your presence, cradled by your divine spirit.
2. From this beautiful, warm and loving space within you, allow yourself to see a door – behind that door is your sacred place of wisdom – perhaps it is a magical garden, or a beautiful palace, maybe it's the top of a mountain or the middle of a beach. Perhaps in the midst of a lush rainforest.
3. Now, reach for the handle of the door, and step inside – into your sacred space of wisdom! Just notice how you feel in this beautiful place today. As you breathe in the magic of this place – allow yourself to get in touch with your surroundings – just notice what is around you – perhaps there are plants or trees – maybe you can hear the sound of water or the rustling of leaves – maybe there is the scent of flowers or green grass – just breathe in the full experience of this place.
4. Allow yourself to see a beautiful pathway that leads to your sacred seat of wisdom. Allow yourself to go there now. This is your seat of wisdom – created by the divine just for you. Just notice what this seat of wisdom looks like and feels like. Notice how it feels to be sitting here in this seat of wisdom. From this place, you have access to all the wisdom of the universe. From this divine place, you have everything you need. Take a moment and just breathe it all in.
5. And in a moment you are going to invite an image of a wise being to come and visit you – the being who represents your Divine Brilliance. This will be a vision of the part of you who shines with unique knowledge, wisdom, and intellect.
6. Now, ***invite an image of Your Divine Brilliance*** to come forth. Just notice what this part of you looks like. The way they move. The expression on their face. Notice what they are wearing, and the feeling they communicate through their eyes. Breathe in their presence. Just allow yourself to feel what it feels like to be in the presence of this aspect of you. Connect with the power, clarity, and courage that this being possesses. When you're ready, describe this trusting being to me. (*LISTEN AND REFLECT*).
7. Confirm for yourself that this being is here to help you understand how you're meant to serve your customers.

8. Now take a deep breath and feel the connection of this divine all-knowing being. Just surrender any thoughts or concerns you have about defining your services. Just give up your worry and concern, and put your trust in this powerful, trusted being. Know that this being has access to all the wisdom in the universe. This being can effortlessly bring you everything you need.

9. Now, ask this person to come sit next to you. Ask them:
 - a. “Why have you come to me today?”
 - b. “What is the wisdom you’d like me to see in myself?”
 - c. They can see your brilliance. They can see your gifts. What do they see? Just ask them, “What is the brilliance you see in me?”
 - d. Now ask them to help you step into service. Ask them to help you become at one with the Divine, so that you may serve the world more completely.
 - e. Take a deep breath and ask this wise being for guidance on helping your Authentic Customer receive the Primary Benefit of your Authentic Marketing Blueprint. Allow them to affirm that they will.
 - i. Ask this Brilliant Being to show you the emotional state of your Authentic Customer when he first signs up to be your customer.
 - ii. Breathe deeply, and have your Brilliant Being show you, “What is the first thing you can do to support your customer?” What is the first step? How will you begin? Have them show you the way you will understand and assess the current condition of your customer.
 - iii. Take another deep breath and connect with this wise being... have your Brilliant Being show you what happens next? How you will help your client identify and define the change they’d like to make?
 - iv. Take another deep breath, ask your Brilliant Being to show you what’s next. What’s the next step leading them to the Core Benefit? Is there some kind of planning or preparation?
 - v. Take another deep breath, and ask your Brilliant Being to show you what comes next. What’s the next step leading them to the Core Benefit? What is the action they begin taking? What activities do they do? What do you do with them?
 - vi. Ask your Brilliant Being to show you the final steps leading your customer to the Core Benefit they desire.
 - f. Now have them reveal – what is the unique ingredient, or energy, that is essential for you to use throughout. **What is your brilliance?**

Have them name the feeling of your unique brilliance. (LISTEN AND REFLECT).

- g. What is a specific action this Brilliant Being would like you to take this week to own and integrate this Brilliance in a deep, profound way?

10. Directing your attention back to your beautiful Trusted Being, take a moment to **thank them for the wisdom and vision** they have shared with you today. Take a moment to give them a hug, and really feel their inspiring energy melting into you.

11. Say goodbye for now. And now, slowly drift back up and back onto the call.