

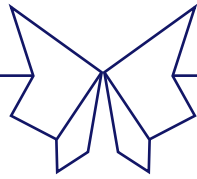


Positioning That Pays

**6 steps to SUPERSTAR success that captivates
clients AND grows your movement**

Day 4

DAY 4 - U.S.P. - Your Unique Storytelling Perspective



You need a unique story.

Can you imagine a new singer-songwriter trying to make it in the music industry without a unique story, a unique voice and a perspective that fans can relate to?

Taylor Swift, Dolly Parton, Tori Amos, Ani DiFranco, Beyonce - none of these amazing & talented women would've made it past the audition stage if they didn't have something unique and unmistakable to share with the world.

Imagine being young Tori Amos, trying to break into the music industry as a singer/piano player. I'm guessing her description didn't look too original on paper! But there's NO ONE else like Amos. Her music and her voice are UNMISTAKABLE.

That's what you want! To stand out for being uniquely and unmistakably YOU!

And let's clear up one more common misconception right now - you CAN stand out and be recognizable & noticeable without being loud, silly, rebellious, in-your-face, brazen, fearless or anything else you may be associating with standing out.

Introverts can stand out, listeners can stand out, businesses who fulfill a support role can stand out, ANYONE can stand out no matter what your natural-born uniqueness is. So stop trying to be something you're not and re-write the belief that you don't have what it takes, just the way you are.





Let's dive into what makes you so damn unique and irresistible!

What do your clients get from working with you that they can't get anywhere else? (Don't confuse this with features, we're not talking about the number of sessions or the way you deliver your content.) How do they benefit from hiring YOU instead of the next gal?



What results do your clients get that others' clients don't get?

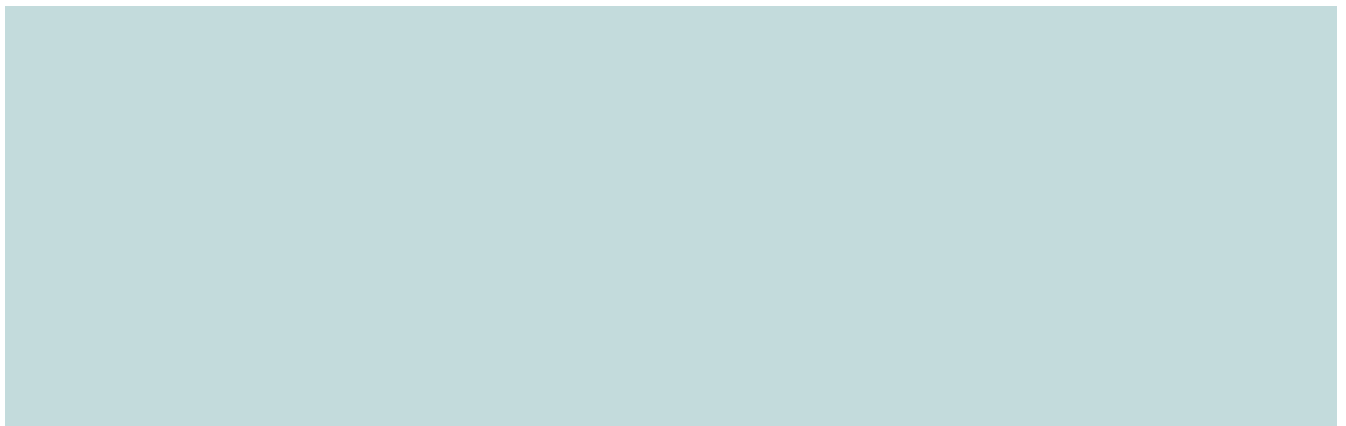




What's your specialty? Is this common in your field? Or does it set you apart?

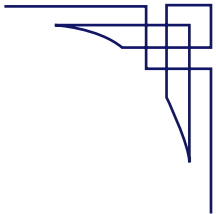
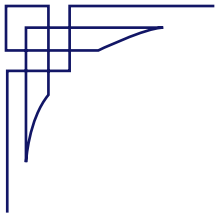


What's your story? How did you get to where you are today? Was it a straight shot or a meandering path?



How do you tackle problems? Deal with stress? Overcome obstacles?





How have you countered your natural weaknesses? (If strategy is your weak-spot, how did you find a strategy that worked for you? If mindset is your weak-spot, how did you overcome that? Your ideal clients probably have some of the same weaknesses and would go nuts over the solutions you've found!)



Is there a thread you're noticing here? Is there a special piece that keeps showing up?

