



## Day NINETEEN

### **USP = Unique Selling Position + Mindset + KNOWING = Success**

This is a VERY powerful formula for crafting messages to your tribe, community, customers and clients.

You'll find this is a useful tool for creating offerings, products, experiences and services that meet your ideal clients, where they are, with what they have, NOW.

Let's break down the formula in a simple manner that can be utilized with everything you produce in your business.

Your USP or Unique Selling Position is simply your strengths that you can utilize to differ your business from other similar businesses.

Example:

Say you are a health coach for women over 50 who are peri-menopause. You know of 12 other coaches doing very similar businesses. BUT your offering includes email support, supplements, oils and a very thorough look at all other areas of their lives, not just the peri-menopause. Your system is NOT cookie cutter, each individual is treated like the unique soul they are. You have created assessments to support them in a way that takes into consideration all aspects of their lives.

THIS customized system would be your USP that you could claim is different from other businesses, there for setting you apart from the masses and ultimately positioning you as the expert.

Strengths can also be physical characteristics that set you apart.

Maybe you wear hats in all your live streams and videos. You show your goofy, happy side and that takes the edge of the seriousness of 'peri-menopause'.

You could also have a 100% backed guarantee on your products/services/offerings and that might be something totally unheard of in your industry.

Looking at your business:

What might some of your strengths be?

How can these strengths set you apart from similar businesses?

How can you incorporate these strengths in your messages, images, newsletters, copy, blogs, posts, pamphlets, PR content and MORE?

### **MINDSET:**

Literally we could spend 3 months on mindset but since this isn't a course about mindset per say, we are going to keep it simple and concise to the relevance of this piece of the puzzle.

ABOVE you listed your strengths. Now I want you to FEEL into the strengths that feel super light, delicious, exciting, over the top, different.....

Which ones light you up?

Which strengths (USP) makes you feel super human?

Where do you feel most aligned?

How does that feeling sit in your mind?

Does your mind think that this strength is the key?

Can you utilize your USP in a strong positioning way?

Will this USP position you as an expert?

Does your strengths reinforce your knowledge, value and results that you get for your clients?

### **KNOWING:**

Knowing is a huge piece of your mindset. The strengths that jump out at you and scream 'I KNOW THIS' beyond a shadow of a doubt.....

THOSE are the ones that ultimately will lead you to creating more value and results for your clients.

As we've narrowed down our list of strengths and unique selling positions, which ones do you KNOW beyond a shadow of a doubt that your mind is going to take action upon and promote to your tribe, community, customers and clients?

List the ONES that you KNOW.

How can you utilize these in your messaging?

How can you incorporate these into your programs, offerings and products?

Where can these strengths be used, so your potential clients KNOW what value you bring to them?

How can you create messages that talk about your USP in a way that feels good and shows your clients what you KNOW to be true???

Utilizing these 3 things you can speak volumes to your tribe and add immense, powerful value to those you desire to serve.

How can you show up, showing this magical formula?