

# Unique Mechanism

## **In a Nutshell:**

The unique mechanism explains *why* our prospect is struggling or suffering to achieve a goal...

And *how* they can overcome that problem.

At its core, the unique mechanism is always a two-part logical connection.

## **The Reason It's Important:**

Typically by the time our prospect comes to us, they've tried numerous solutions to their problem already. In the past, these other solutions may have not worked at all, worked partially, or worked fully for a period of time (before they stopped working).

Our job as a copywriter or marketer is to educate our prospect about the REAL reason why past solutions didn't bring them permanent results. We do this by explaining that their knowledge about the problem is incomplete. They've been missing ONE CRUCIAL PIECE OF INFORMATION, and this "knowledge gap" is what's been holding them back.

## **There are two parts to the unique mechanism:**

1. Unique Mechanism Behind the Problem our Prospect Faces.
2. Unique Mechanism Behind the Solution to that Problem.

It's important to identify the unique mechanism behind both the problem AND the solution.

*By showing the unique mechanism behind the problem, you get the prospect to understand why they've failed in the past.*

*By showing the unique mechanism behind the solution, you get the prospect to believe that our product will bring them success where other alternatives have failed.*

## **Example:**

<https://www.katyjoywells.com/email-clutter-crusher-challenge>

There's no Unique Mechanism Here Really.

So how do we create one?

Ideas from Group?

SPG Process:

### **1. What do We Know About The Product?**

Each day for 14 days, you have one task to complete that will get you one step closer to an uncluttered, restful and spacious home.

Plus, you'll get proven frameworks that have helped thousands successfully declutter.

You'll also get access to 10 Exclusive LIVE Trainings from Katy inside the private Facebook group!

#### **One Simple Task**

### **2. What do the experts say about the importance of getting one task to complete at a time?**

*Or about breaking complex tasks into simple ones?*

*Or breaking in-depth processes into simple steps?*

Google:

tidiness ncbi

hoarding ncbi

Psychology of Hoarders

Neuroscience of Tidiness  
Other Search Term Ideas?  
Science Daily

### **3. Create the Logic Flow/Argument**

- i. The real reason other solutions don't work is because of Y:*
- ii. When in reality, you need X:*
- iii. Here's the proof (Your Research and Scientific Backing):*
- ix. Here's How Our Product Enables You To Do X*

#### **Write It Out.**

*i. The real reason other decluttering programs aren't effective is because they give you too many tasks, or don't breakdown tasks, or have you doing too much at once.*

*ii. When in reality, you need to focus on one simple task per day. It's a principle called Task Clarification, where you are breaking down your to-do list into singular tasks, and getting very clear on the order of operations.*

*iii. Here's the proof (Your Research and Scientific Backing):*

In one major study from scientists in Hong Kong and Minnesota, they found that task clarification led to significant increases in tidiness in medical training centers. In another, this one with warehouses, they found that.....

*ix. Here's How Our Product Enables You To Do X*

My decluttering program leverages the principles of Task Clarification to break down the overwhelming “job” of decluttering into simple, singular tasks. In fact, you’ll just do one task each day, and it only takes about 10-20 minutes...and yet by the end of 14 days, you can have an entirely decluttered home.

**Write It Out.**

**Example #2:**

<https://odysseyelixir.com/products/energy-focus-passion-fruit-orange-guava>

At Odyssey, we only utilize the fruiting body of these adaptogenic mushrooms during extraction to create premium mushroom-based products that have the highest potential to elevate your health.

**Fruiting Mushroom Body during extraction.**

What are some Terms You Could Google?

Fruiting Mushrooms

When is a mushroom fruiting?

What is fruiting in mushrooms?

Does it matter if a product is made with fruiting mushrooms or not?

Adaptogenic Mushrooms Fruiting

Do fruiting mushrooms have more health benefits?

Mycellium vs. Fruiting Body Mushrooms

*i. The reason other solutions don't work is because of **Y**:*

*ii. When in reality, you need **X**:*

*iii. Here's the proof (Your Research and Scientific Backing):*

*ix. Here's How Our Product Enables You To Do **X***