

# More Marketing Firepower

If there was one part of this course that you HAD to nail down... it would be this one.



This is what sets apart the “generic” from the “oh my goodness take my money NOW!”

If you want to:

- Be perceived as an expert
- Charge \$5000+ for your services
- Create products that people RAVE about
- Anything else that is worthwhile as a solopreneur

Then you need to position yourself as the Lighthouse in a sea of below-average competition.

You want customers to choose you easily over the “average dude.”

Good thing is, most people don’t have this down.

If someone wants to become a life coach - they are going to struggle from the beginning because they don’t understand these marketing concepts.

The information below will help you become the “go-to” in your market.

## Unique Selling Proposition

In short, your USP is *what you have that competitors don't*.

As a personal brand, we have this easy. YOU are your USP.

Your authenticity, beliefs, unique perspectives, and experience are what set you apart.



We will NOT be creating a separate USP for this course, but it is good for you to have knowledge of what it is.

Depending on the market, this could be as simple as serving one specific niche. I.E. a web design agency for coffee shops (this probably isn't a very solid idea, but you get the point, there aren't many other coffee shop exclusive web design agencies.)



If the market is more sophisticated/saturated with an offer similar to yours - that's when we need to get creative.

Answer these questions and choose and start to brainstorm your USP:

- What does your product/service have that your competitors don't? (we have not created our offer yet, we will do that in The Godfather Offer)
- Can you provide something exclusive to your target?
- Do you have celebrity credibility in your market? (I.E. you worked with Dwayne "The Rock" Johnson and got him into movie shape)
- Do you distribute differently than your competitors? (For digital offers: is the knowledge delivered in a different way?)
- Can you offer lower prices OR higher quality

Here are some examples of successful USPs.

**TOMS Shoes** - A child in need gets a new pair of shoes for every purchase you make.

**Nerd Fitness** - A fitness website exclusively for "nerds"

**Head & Shoulders** - Clinically proven to reduce dandruff

**Dominos Pizza** - Hot and fresh pizza delivered to your door in 30 minutes or less

If you want to brainstorm a few USPs for your brand of your product, feel free.

Your unique mechanism (below) and your personal brand will set you apart more than enough.



# Unique Mechanism

The unique mechanism is what makes a potential customer think, “Maybe this will FINALLY solve my problem!”



Your unique mechanism is just a fancy way of saying HOW you are going to overcome the problems and deliver on the clear promise.

- Your course curriculum
- What you walk clients through on consulting calls
- The outline of a book, article, newsletter, or thread

This can be one process, or a culmination of processes that lead to a specific end result.

Think of this in terms of the hard steps, not necessarily the context. The context to help understand will be fleshed out when we talk about creating a curriculum.

## **Step 1: List out steps people need to take that gets results.**

The steps that you list out do not need to be unique, they need to be effective.

They become unique when you explore the depth of your methods in your content.

You can pull inspiration for these steps from courses you’ve taken, books you’ve read, or just how you go about doing things.

## **Step 2: Give this path/process a compelling name.**

Do you remember P90X? You know, the home workout routine that everyone raved about?

Their unique mechanism was “muscle confusion,” which by now most people know is BS. But at the time it made people think “This may FINALLY solve my problem.”

The sequences of exercises day by day were the path... nothing special, but when you call it “muscle confusion” people freak out and pay you.

 Once you have the path mapped out, the name will come easier.

I would suggest writing down 5 or so names - let it sit for a few days - and come back to it.

## The Big Idea



Your big idea is just that, a compelling idea that sticks in people's heads. It can be:

- A shocking statistic or fact that you've found
- An idea that will lead to a better future through innovation

The reason you want a big idea is to capture attention and open a curiosity loop in your marketing.

The big idea is a branding/advertising term that I learned from David Ogilvy, Seth Godin, and extensive research on the internet. My job is to simplify it all for you.

Your business needs a big idea for the sake of having something to “rally” around. Something that sparks passion in yourself, your employees, and your customers.

One great example of this is BelVita - you may have seen their breakfast biscuits.

They are all about #MorningWin's, showing a happy and active family in the morning, and target 'morning optimists.'

This is something people can rally around.

Now, we all know that a sugary snack isn't going to give you the best form of energy - but when I personally think of BelVita, I do think of a morning snack that is a better choice than most things out there (even if it isn't).

The main way I like to think of the big idea is this:

*Imagine you are hanging out with friends, an idea pops into your head, and you can't help but say "oh my goodness bro, listen to this idea!"*

Or



*What is the overall message you are trying to get across? How could someone explain your product / service to a friend in one, understandable sentence?*

Or



*What is the big idea that made you go all in on your money making interest?*

Then, from that epiphany of an idea, you refine it into something that grabs the reader's attention.

For this cohort, my big idea revolved around college degrees not teaching the skills necessary to do what you love. I have always been big on “doing what you love.” It is seen as impossible by other people. If I can show people that they actually can do what they love (because I’ve done it) my marketing has done it’s job.

That is your big idea, and as you will find out below, it needs to come to you organically from your mind or something you stumble across when consuming information.

## **How To Find Your Big Idea**

According to Ogilvy, “Big ideas come from the unconscious... but your unconscious has to be well informed, or your idea will be irrelevant.”

This is yet another reason why the research we did earlier is important. We should know our own product, the products of competitors, and how your target feels about your product's market.

Here are some examples:

**Mine, for my Power Planner** - achieve your dreams on autopilot


**Google** - any and all information at your fingertips

**Bitcoin** - digital gold / currency of the future

**Does Equis (beer)** - The most interesting man in the world



Can you see how these can stick in your target's mind? Can you see how you would explain this beer to a friend? If you want to be an interesting man on your night out, you drink Dos Equis.

All of those can guide marketing campaigns from multiple channels - yet at the same time it is not limiting. 

Exercises to help you craft your big idea:

Think of your product's roots. Think of the story behind it. Why was it created? What does it accomplish for the target? How can you turn the main overarching story into a compelling brand statement?

Now, I want you to brainstorm AS MANY "big ideas" as you can. Think of how you want your product to impact the world/your target.

Once you are done brainstorming, take a break.

Remember what Ogilvy said? Your big idea comes from your unconscious (in this case subconscious) mind.

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## Reminder

Brainstorm what you can. Anything that comes to mind. Put it down for a few days. Go on a lot of walks, spend time in the sun, and have your notes app ready to write down your thoughts when a burst of clarity comes.



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9 min

## Action Steps



Module 6

### Creating A Systemized Marketing Strategy

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Who Can You Help The Most?

Minimum Viable Offer

Ideating & Outlining A Project

Getting Started With Marketing

More Marketing Firepower

The Godfather Offer

Action Steps



Module 7

### Making A Living Without Followers

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