



Definine Your Niche

And Discover Your Unique Selling Points

The L.E.A.D. Blueprint

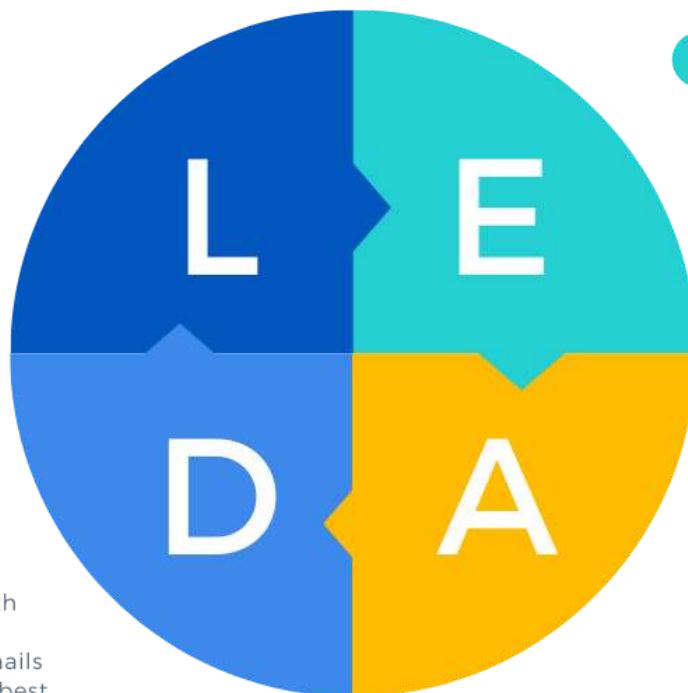
AT A GLANCE

1 Lay The Foundation

This includes developing your prospect profile, detailing their value identifiers, and defining your unique selling proposition.

4 Develop Relationships

Fill your calendar with sales opportunities through personal emails sent directly to your best prospects.



2 Elevate

Position yourself online to appeal to your ideal prospects. This includes your social media profiles, the content you share, and how to best get your message through all the noise.

3 Attract Prospects

Zero in on the best prospects and add them to your database of contacts.

Your prospects are constantly being bombarded with thousands of messages everyday, how are you going to stand out and grab the attention of your top prospects?

By utilizing the software within The Lead Generator to stand out in your email and on social media, you'll be miles ahead of your competitors. But the delivery of your messaging isn't always enough...

By having a clearly defined niche and a solid unique selling point, you will be able to break through all the noise so that you can:

- Speak directly to and grab the attention of your ideal prospects
- Set yourself apart from your competition
- Position yourself as a trusted Authority Leader in your industry

Define Your Niche and Discover Your Unique Selling Points

These items will also help you communicate a clear answer so that your prospects have a better idea of the answer to their question:

Why should I work with you?

If you don't communicate the right answer to that question in all your efforts, your prospect's will forget about you.

Defining Your Niche

Your niche is the segment of your entire market that you are choosing to focus on. The more specific you can get with your niche, the better!

Example of a Bad Niche

A health coach who helps their clients lose weight and live more active lifestyles.

This niche is too broad. It is too generic. It is too overdone. And therefore, it won't grab the attention of your prospects.

Example of a Good Niche

A Holistic Health Coach who helps busy working women with emotional eating habits and food addictions.

This niche is much more likely to grab attention because it speaks directly to their top prospects and addresses a specific need.

Niche Formula

Define Your Niche and Discover Your Unique Selling Points

You can find a specific niche by starting with a broad industry that you are in and then drill it down into a specific pain and person who you are trying to reach using the formula listed below.

Industry > Market Segment > Ideal Prospect > Reason/Pain Point

For example:

Digital Marketing > LinkedIn Lead Generation > B2B Small Business Owners > Trouble generating a consistent flow of leads each month

Identify your niche market using the niche formula:

Industry: _____

Market Segment: _____

Ideal Prospect: _____

Reason/Pain Point: _____

Discovering Your Unique Selling Points

Having a USP doesn't mean that you say that you are the best at what you do. Anyone can **say** they are the best at what they do.

The key here is to be able to communicate how you are different from the competition and let your prospect's do the math as to why that is preferable.

How to Uncover Your USP

Identify Your Passion

Define Your Niche and Discover Your Unique Selling Points

Your passions are a big part of what makes you unique and a big reason why people will want to buy from you.

Go back to when you started your business and think about why you chose the business that you did?

Brainstorm a list of your passions below:

Identify Your Strengths

Your business is closely aligned with your personal strengths.

So what are you good at? What do people compliment you on?

And more importantly...

What do you do better than your competitors?

Brainstorm a list of your STRENGTHS below:

Identify your Opportunity

Your top prospects are experiencing some sort of pain points and it is up to you to identify those pain points and come up with a solution that they would be willing to pay for.

Brainstorm a list of your OPPORTUNITIES below:

Bringing it All Together

From that list you just came up with, you will find some areas that overlap with each other.

That is the sweet spot that you are looking for.

Define Your Niche and Discover Your Unique Selling Points

That is your UNIQUE SELLING POINT and how you should position yourself as a trusted Authority Leader.

Identify your UNIQUE SELLING POINT(S) below:

Developing Your 30 Second Commercial

A 30-second commercial is a term we often use to describe an introduction on a phone call, in-person meeting or networking event.

You may have heard of the term 'Elevator Pitch.'

However, we don't like the term as too often an elevator pitch is very 'you' focused, rather than shining a light on your prospects or the person you are speaking with (and hopefully doing business with).

Read below to learn more about how to create your 30-second commercial, which has potential use cases and a variation can be used within emails, phone calls or any contact you make with your ideal prospects.

A 30 second commercial is about your prospects qualifying themselves.

The reaction you want is 'That's me!'

30 Second Commercial Formula

- Me
- Them
- Pain Stories
 - Pain Story 1
 - Pain Story 2
 - Pain Story 3 (optional)

Question

Define Your Niche and Discover Your Unique Selling Points

Bad Example of Pain Story

"I work with business owners who haven't figured out how to generate leads on LinkedIn."

So what??? This example is very product focused ('you' focused). What happens because of this pain?

And how do we make it less difficult for them to opt into?

Good 30 Second Commercial Example

"I work with business owners who are frustrated with the top of their sales and marketing funnels. *They're doing OK* but know that money is passing them by month after month.

Does any of that relate to what you're dealing with, Joe?"

As you see in the alternate version above, we've expanded the situation to be the top of their sales and marketing funnel rather than platform or solution specific. Instead we are focusing on the pain that will cause them to act.

Anatomy of a 'Pain Story'

When introducing a pain story, this should always be 3rd-party.

Don't jump the gun and bring them into it yet. Refer to the types of clients you help and what they are struggling with.

Use emotional words. 'Frustrated', 'Disappointed', 'Nervous', 'Apprehensive'

A typical format for a pain story would include Pain ('frustrated with the top of their sales and marketing funnels'), Stroke ('They're doing OK'), and Impact ('They know that money is passing them by month after month.')

Want to dive further into training on creating your 30 Second Commercial?

Define Your Niche and Discover Your Unique Selling Points

[Check out this private workshop on the topic here!](#)

ACTION ITEMS

What you should be working on....

1. Using the niche formula, identify the niche for your brand.
2. Brainstorm a list of your strengths, passions, and opportunities to identify your unique selling point.
3. Write your 30 Second Commercial.

**Thank you for
reading!**

