

# UNIQUE OFFERING

## Step 1

### Craft Your Unique Offering Statement

Your Unique Offering is what makes you authentically different from your competition. It is the combination of your Area of Innovation, the niche market you serve, your mission statement, and your Immutable Laws. It's what makes you stand out from the crowd.

Refer back to your **One Page Prosperity Plan**, and use the following format to craft your Unique Offering statement:

**We** (Insert mission statement):

**We accomplish this by** (Insert what your company does and who you do it for):

**Our Company is known for** (insert Area of Innovation):

**We always/never** (insert top 3 Immutable Laws):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Step 2**

**Change Your Label:**

It's hard to distinguish yourself from the pack if your title, or label – what you call yourself – is the same as everyone else in your field. The truth is, as soon as you say you are an accountant, a lawyer, a consultant, or any other common profession, the person who you are talking to will automatically group you with all of the others that they know in your profession, and associate any overall impressions that they have of your industry with you. You will get lumped in with everyone else. However, if you call yourself something just a little different, you will pique their curiosity, and your audience will want to know more.

Brainstorm a new professional label for yourself, your product or your services. Your new label should have the following qualities:

1. It should spark curiosity without causing confusion.
2. It should be specific.
3. It should incorporate your AOI and your specific niche that you serve.

**Examples:**

- A construction company that has an AOI of a fast turn-around time and serves the residential market could call itself “Rapid Residential Construction Services.” This is much more specific and more specialized than “construction company.” And it will immediately appeal to those customers who value speed.
- A computer services company that specializes in setting up technology for hedge funds could call itself a “Hedge Fund Technology Specialist” which immediately communicates that you understand their business as well as your own.

**YOUR NEW LABEL:**

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### Step 3

#### Apply Your Unique Offering Statement

Once you have a Unique Offering Statement (UOS) and New Label that resonates with you and your Top Clients, make sure you use it!

Here are some suggested applications:

1. Memorize your UOS and respond with it when someone asks you what your company does.
2. Give every employee a copy of your statement and ask them to refer to it when discussing your business with others.
3. Provide your UOS to referral partners.
4. Incorporate it into your marketing materials and strategy, including your website copy.
5. Refer to it when making decisions about future products and services.