

USP

Unique Selling Proposition

Magic System Tools

Module One:

**Breaking a Powerful USP
Down To The Core**

Dear Student,

I'm Michael Senoff, founder and CEO of HardToFindSeminars.com.

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest free resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtfindseminars.com

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Module One

Breaking A Powerful USP Down To The Core

In order to create a powerful USP, you have to know what one looks like first. You might even need to change the way you think about marketing because Unique Selling Propositions have nothing to do with advertising. They're not branding or finding a slogan either. They involve uncovering the hidden assets a business has in order to highlight what makes them different from their competition.

That's why Richard Johnson, creator of the HMA System and co-author of *Stand Apart* with Dan Kennedy, says the two most important steps in marketing are the creation and integration of the USP. In fact, in his 20 years of creating USPs, Richard says it's not unusual to see those two steps alone work to turn a business around in as little as 60 days. USPs are that powerful.

So in Module One, Richard breaks down the elements of a powerful USP using the HMA System as an example to show the methods behind the magic.

You'll Also Hear...

- Dissecting the USP into its main parts, along with a quick look at more than 8 possible marketing assets a business could have to give you an idea of where the hidden ones are usually found
- Why it's so important for a USP to be specific (think "LensCrafters: glasses in about an hour" instead of "LensCrafters: glasses fast") and 3 other things every successful USP has in common
- The real problem with the traditional "money-throwing" approach to marketing, why so many business owners think they need it, and how to guide them over to the kind of asset-

minded marketing that actually works... without any money-throwing parts

- Why everyone (yes, even the Average Joe) needs a USP nowadays – to get hired, to get ahead, to fight for a raise, etc... why that is and how they can use them
- Exploding the myth most business owners believe in that customers buy because they are so great... or because of how many degrees they have or where they graduated (and the only thing customers do care about)
- A “real-life” story of how Richard used a business owner’s mistaken belief that customers cared about his PhD to uncover how his degree actually was a hidden asset, and the USP Richard came up with that brought up sales 100%

USPs are especially important in this day and age when businesses have to stand out. It’s a harsh reality, but consumers just aren’t spending like they used to, so there’s not a lot of extra dollars being thrown into the economy. The only surefire way a business can grow anymore is by taking dollars away from their competition. And in Module One, you’ll hear exactly how USPs work to do that.

Contact us now to find out how much more your company sales and profits can grow with a proper USP and one that’s successfully executed.

Go to our website at: www.USPMagic.com

Call us directly at 1-801-889-1505

Or e-mail Richard directly at: Richard@USPMagic.com

Remember: Every minute that goes by without a unique selling proposition in place is costing you thousands if not millions of new dollars for your business.

Michael Richard, why are you titling this "The Top Two Marketing Steps"?

Richard Well, Michael, I've learned over the twenty years that I've been doing this that the most important marketing step is the USP: the unique selling proposition. More than any other marketing steps that any company, any industry, any type could take, that would be it. But, after you create a USP, if you don't integrate it successfully, if you don't communicate it well, over and over and over again, then it won't be effective.

So those are the top two. First, is get the USP. Second is to get it integrated into the marketing processes of the company or new processes as might be necessary, so that you communicate it over and over again. Those happen to be the first two steps of the HMA system and the 21st Century marketing system. They are the top two steps for any company.

Michael You have a system for executing a USP and you've got it broken down into steps. You say, step one is creating your

company's USP, or their unique selling proposition, can you claim it's the key to expedient growth and sales and profits. From your twenty year history and working with clients one on one, why is it this USP is so special? Why is it the existing consultants in businesses who don't know what a USP is or know what it is but don't know how to execute one, why should they really pay attention to this step more so than the others?

Richard It requires them to think about marketing differently. Traditional marketing over the last fifty years has become what we refer to as 'branding'. An ad agency will go to a company and say, "What are you good at? What should we really promote?" And the owner and the co-owners and the key staff, they pontificate and they think about how good they are and they tell the ad agency that this is the brand they want to promote, that they have the best quality or they have the best service or they have the best customer follow-up. The ad agency takes that branding and they start to create a slogan and a little jingle and a little headline for a website. We call that branding.

Well, that takes a lot of money to go out and promote and build a brand. Small businesses don't have that kind of dollars most of the time. A USP started back in 1960 and it became a selling proposition, not just a brand. In other words, what is it that you're really going to sell me, Mr. Business Owner? What is it that you're passionate about? What is it that you got into business for? Why did you create your business? What separates you from others that I'm looking at? Why should I buy from you?

The answer to that is a USP. A unique selling proposition. Not just the branding slogan, but a selling proposition. For example, the 21st Century marketing and the HMA system. We have a USP. That USP is that we know how to grow a business from existing hidden marketing assets so that the business doesn't have to spend any more money on advertising.

We can grow it twenty to one hundred percent or more in as little as sixty to ninety days and we'll guarantee performance of the system. See now that tells somebody exactly what they're

getting from us. A brand might be something like, oh the 21st Century marketing system and HMA system, great proven systems to grow your business and make you a more prosperous business owner.

Michael The 21st Century marketing system and the HMA marketing system. Let's break down our USP into parts and explain each aspect of it, how it's different in a brand and what makes this a powerful USP for listeners to understand. We'll repeat the USP and now break it down into chunks and go into a little more detail.

Richard All right. The USP is that we look at marketing differently. We believe that in your business you already have hidden marketing assets, or opportunities, that if we optimized or leveraged through our system, we can grow your business sales and profits twenty to one hundred percent or more in as little as sixty to ninety days without asking you to spend an extra dime on advertising or traditional marketing. And we'll guarantee our performance. That's the USP for the systems.

Now let's break it down. Look at marketing differently. Just as I illustrated, a traditional approach would be the branding or the adage where they come in and ask the owner how they're doing and how good they are. We're not going to go there. We're going to go in and look at marketing assets, opportunities that the business already has and is sitting on. That's where we are the best in the world. In looking at and finding and uncovering assets. Marketing assets. We don't care about accounting assets, we care about marketing assets.

We know how to find those assets and uncover those assets. Then, with our four step system- the USP, integration of the USP, database marketing, and alliance marketing- using the USP, we are unique in getting the money out of those assets, the growth. And we haven't spent one extra dime in advertising. We've gotten all of that growth out of those assets. When we do that successfully, the growth can happen quickly. Sixty to ninety days, maybe even less. It might take longer as well but it can happen in sixty to ninety days, without asking them to spend

dime. And we guarantee it, meaning that everything that's paid, the consultant for implementing the system will be covered in the new increases of revenue and profit, or that consultant keeps working the system free until the owner is satisfied.

Michael That is quite a different proposition than what most other businesses hear. When we talk about your bestselling Amazon book - the one you co-authored with Dan Kennedy - "Stand Apart", this really is the essential goal of a USP is to stand apart. Then the USP for the HMA system and the 21st Century marketing system, you start off by saying, "we look at marketing different." You're stating right there that you're different than everyone else. You're standing apart. That gets attention, doesn't it?

Richard That's right. That's why the chapter was all about the USP, because that's that is how we help the business stand apart from the competition.

Michael This transcends into all parts in life, not just the business USP. People are so used to seeing the same old, same old. They don't even see it anymore. Today, in our competitive marketing and advertising rich world, we need to be different. We need to stand out. We need to get attention. This is one of the primary benefits of having a unique selling proposition that customers and clients from a consulting perspective will want to see.

Richard Well, sure. You could certainly say that any individual needs a USP, not just a business. If you want to get hired, if you want to get a raise, if you want to stand apart as an individual, what is unique about you? Why should somebody hire you? Why should somebody give you a raise? You better have a unique selling proposition for yourself, individually.

Michael Let's keep breaking it down. You claim you can grow the business without the client spending more money on advertising. How is that different? Are most businesses taught and trained to grow the business by just dumping it into advertising?

Richard Well, sure. That's how an ad agency or a marketing company that sells strategies is paid. Everything they offer a small business is all about spending more money. "Well, you need to change your website design." There goes five thousand, ten thousand, twenty thousand dollars. "You need to be in this show or this event. You need to do event marketing."

There's twenty grand, ten grand, fifteen grand. "You need to hire more sales people." There's another hundred thousand dollars a year. "You've got to have us develop a radio or a website advertising. You've gotta do pay-per-click. You've gotta do PR. You have to do article marketing. You have to do a new logo." You see, it's all about an ad agency- and some of them are great. I'm not faulting ad agencies here, I'm just saying that the traditional approach has been, "I've gotta get more leads coming into my business, so I've got to spend more dollars to do that."

A business owner gets into that kind of thinking and starts to call suppliers of those strategies that will give him more leads. We're looking at marketing differently. We're saying, hey, you don't have to go buy more strategies. You already have some opportunities to generate more revenue and profits sitting in your business right now. It's called hidden marketing assets. So we're going to tap into those assets and find ways to make money from those assets without asking you to spend more money for more assets. Does that make sense?

Michael It does make sense. Do you think the average business owner understands what a hidden marketing asset is?

Richard No, that's where our expertise shine. That's where we've been doing it for twenty years. That's where we're the best because they don't see those. For example, I worked with an engineer that owned a company that made pipes for farmers in the fields in irrigation. I asked him, "Why should people buy your pipes?" He said, "Because I have a PhD in engineering." I said, "No one

cares about your PhD. Why do you think they care? They don't."

That's how most owners think: people should buy their product because they started the business and they're so great at the product and service that everyone should buy it. They don't have a clue about what hidden marketing assets are. Now hidden marketing assets on that case would be: alright, because you have a PhD, did you design a better pipe? "Well yeah, I have patents on my design." Ok, does a better design mean that your pipe isn't going to break in the farmer's field better than any other pipe? "Oh, absolutely, because my design is better. It'll last a lot longer than any other pipe." Then you can guarantee that your pipe can last longer than any other pipe? "Sure, I'd be happy to! I can do that!"

Now he has a USP that people care about. Now he has something that matters to the farmer in the field. He has a pipe that's going to last twice as long as any competitors pipe, because of his PhD and his patent. See, he was selling the

PhD. No one cares about that. But do they care about a pipe lasting twice as long? Yes, they do. Do you see the difference?

Michael I do see the difference.

Richard There we have it. We took the asset, which was a PhD, and turned it into a money maker.

Michael What happened with that client? Did you execute the USP?

Richard Absolutely. We grew his sales one hundred percent.

Michael Without doing anything else?

Richard Yes. We didn't need to spent any more money. We just took the asset and leveraged it, or optimized it. It was hidden. We brought it out into the open. That's where we're different.

Michael I know we're going to get into some of that execution on how a business can do that on their own company. Let's look still at

breaking down this USP. You state you can grow a business within sixty to ninety days. That's pretty specific. Does being specific have an advantage in designing a USP for one's business? Is that why we have that in there?

Richard Yes. See, you want a USP to be bold. You want it to be overt. You want it to be standing out against the competition. I don't know of any other marketing agency that guarantees a sixty to ninety day result. That makes it pretty bold. Let's take a look:

"Glasses in about an hour." Lens Crafters. A great USP! Why? About an hour. They could have said "glasses fast" and that wouldn't have be a good USP. Enterprise Rent-a-Car: "We'll pick you up." That's pretty bold. That stands apart. That's not, "Enterprise: We have great customer service." They made it very specific. So yes, a Hallmark of a good USP is to be as specific as you can in the benefit that you are offering.

Michael Richard, what is an asset-based marketing thinker and why should business owners start thinking like this?

Richard An asset-based thinker is one who says, "Alright, I have this business, I've had it for a while," or "I want to start a business. What are the marketing assets that I have?" That might be the time in business. For example, we've got a twenty year history.

That's a big marketing asset for our systems. The policies and procedures of the company. Are they on time in their shipments? What's their policy for customer service? How do they backup their product? How do they service the product? How to they warranty the product? What are the policies and procedures in place in the company that is a marketing asset or could be? What's the owner's passion and expertise? What's the expertise of the staff?

What patents do they might have? What sets them apart with their expertise? Do they know the topics better? Do they know the product better than anybody else? Did they design it better?

Did they produce it better so that it has fewer flaws than anybody else? What are they doing currently in their marketing that is a hidden asset? How are they talking to customers prospects? What are they saying? What's their closing rate, or conversion rate of a prospect to a buying customers? Ten percent? Five? Eighty percent? Whatever that rate is, we can make it better. It's an asset. It's hidden.

How are they presenting and closing the prospect? What are they saying? How are they demonstrating their product or service? How is that coming across? Those are all assets sitting in the business. What's their credibility in the market place? Do they have good performance of their product and good service? How long has that credibility been around?

How does the product perform, and the quality? Is there good customer service if the product does have a problem? How do they follow up with the customer's problem? How much is the customer worth to the business? Does the customer come back once a year? Twice a year? Can we get them to come back

four or five times a year? What's the value of a customer to the business? That's a hidden marketing asset.

He's got probably past customer that have dropped off. Where did they go? How could we bring them back? How could we invite them back in? Maybe a good USP would bring back past customers. He's got present customers that he's working with. How could we sell them more? How could we bring them back more often? He's got prospective customers that are sitting out there that didn't buy or haven't bought. What could we do to do a better job of converting those prospective customers? There's just a short list there Michael of hidden marketing assets that are sitting in a business already. What relationships does the business have? Do they have good relationships with complementary businesses that could be sources of leads for them? Prospects with outstanding money to generate those new leads.

So what are his relationships in the community that he's operating in or the business pitch that they're in. Those are

ideas of hidden marketing assets. You have to then begin asking, where's the money in those assets? That's an asset based marketing thinker. Who's able to look at all of those assets and ask the question, where's the money? Am I missing money? Am I leaving money on the table? Am I not getting as much out of these assets as I could? That's where the USP starts. By looking at all of the assets and considering them all.

A traditional marketing firm doesn't do that. They do not look at all of the marketing assets. They just go in and ask the owner and staff what they're good at then they'll write a jingle about it. Customers don't care what you think you're good at. They care what you're going to give them. The USP has to be very, very benefit-oriented or it won't work.

Michael Why do you think it is that so many businesses have never heard of this or don't realize what hidden marketing assets are? Or can't come up with these answers for themselves? Is it just that they're so engrained in the business doing it day by day by day and they just don't have the time? You've done USPs for

hundreds and hundreds of clients. What did you see as the common denominator as to why they brought you on to handle the USP part of their marketing?

Richard I think you identified one big reason and that is most of them get caught up in the day to day operation of their business. They don't take time to sit back and think about marketing assets. At the same time then they're deluged with traditional marketing options. "Buy this so you'll get more leads." "Buy this so you'll get more leads." "Buy this so you'll get more leads." "Change your website so you'll get more leads." "Do pay-per-clicks so you'll get more leads."

They're just deluged with buying things to generate more leads for their business. The combination of those two things make it very hard for most business owners to take a break and think about marketing assets in a different way. To think about marketing differently. Think about how they can grow their business by optimizing and leveraging marketing assets that

they already have. Now that takes a little more work. That takes effort. It takes a different way of thinking.

So our goal is to try to change every business owner in the world into an asset-based marketing thinker. If we can make that transformation and become that kind of thinker, then we'll have more success. As we look at creating a USP, Michael, the most important thing is to be looking at marketing differently.

It's important that we begin to think about hidden marketing assets in our business and, looking at those assets to uncover and find more money. If you're thinking about marketing differently, and you begin to look at your marketing assets, you'll be on your way to creating a very good and strong USP because you'll have all of the material you need to begin thinking about that USP.

So that concludes module one which is, how do we start uncovering a USP? What is the basis, and how do we start thinking about a good USP? That's through asset-based

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thinking. Now we're going to head into module two, where we're
going to talk about some examples of good USPs.

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business.

This is the end of Part One, please continue to Part Two.