

USP

Unique Selling Proposition

Magic System Tools

Module Four:

**Integration: Getting Your
USP Out To The Masses**

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 Four

Integration: Getting Your USP Out To The Masses

There's nothing more fulfilling for a business owner than when you nail the USP. Their business is their passion, and the USP reminds them why they get up every morning and work their butts off all day. Having that USP will give them focus, and after the integration phase, they'll also have the thrill of watching their business grow exponentially. Here's how that growth works.

All traditional marketing revolves around a business growing in just one way – the attempt to get more prospects. And businesses usually throw a ton of money into that one way too... running ads, building or improving websites, throwing together social media campaigns and pay-per-clicks.

The HMA System allows for growth in three ways – attracting better prospects, converting more of them, and getting them to repeat their business.

That's why creating and integrating the USP are the first two steps. It allows you to maximize every lead. And in this audio, you'll hear how that works.

You'll Also Hear...

- The 7 main areas of integration – every area counts from phone scripts to sales presentations, and how to do it
- Key strategies for working with different levels of clients: some clients just need a coach, some will need you to execute this phase for them – here's what you can expect along the way
- The 3 benefits you should know about USP integration
- A week-by-week breakdown of the time frame for developing a USP – follow this and you can expect to be integrating by Month Two

- How to contact Richard for help if you get stuck (yes, he's actually available)

Richard has been doing this for more than 20 years, so he's seen USPs transform businesses in as little as 60 days time and time again. He says it works because the steps of the HMA System allow business owners to essentially "create their own economy." In other words, they no longer have to sit around and hope consumers will spend more – they'll be taking away business (and market share) from their competitors. And in this audio, you'll hear how.

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.

Richard Module Four that we want to talk about then is this integration of the USP into every part of your marketing, into your database and into alliances. Here's the genius of this system. When those four steps are operating effectively, the business it growing three ways instead of one. All traditional marketing is about growing the business one way: getting more prospects to inquire about your business. So you run ads, you build another

website, you do pay-per-click, you do social media. All of that is traditional marketing designed to get more prospects.

Well, that's one way to grow. When you implement the HMA system or the 21st Century Marketing system, all four steps, you grow three ways. You not only get more prospects with alliances but you increase conversion rate of prospects to customers. That's because of a good USP, because of effective integration of the USP. You also increase the value or worth of your customers which is database marketing, step number three. Because of those four steps the business is growing all three ways instead of one.

That is why we create exponential growth. The business is growing all three ways instead of one. That's what separates us against traditional marketing. By thinking about marketing differently. I leverage all of the assets of the business by implementing four marketing steps into the business thereby growing the business three ways instead of one.

That creates exponential growth all without having to spend more money. Now, we might allocate dollars differently that are already being spent differently. We might shift them from one area to another area in the marketing but we will not have to have an increase in the dollars spent in order to create exponential growth because we're getting the growth out of the assets starting with a great USP. If you don't start with a great USP, everything else will be of minimal effect or no effect.

Michael How long does it take to take a client through this whole USP development process? In the past, what is the average time it takes that you can execute deliver for a client?

Richard The average that we've usually and taught our consultants is that it takes about a month. You'll spend the first week doing the owner and staff survey. You might take the second week to do the customer survey. The third week working the competition and researching that. The fourth week in writing it up and putting it together. If you can take that time, that usually helps.

Then you want to turn around and in the second month you want to get that USP integrated into the sales team, into the advertising, into the website, into the phone scripting, into the emails, into the invoicing, into the bid process, into the sales presentation... That takes a month. The reason we can say sixty to ninety days is because those top two steps can immediately begin to have significant impact.

You have the right USP and you're communicating and integrating it effectively, all within sixty days. It might take ninety days because you might have to bring the database in and use the USP in working past and present and prospective customers better, and you will then get more impact out of that step.

The genius in this system is the order of the steps. We have not gone to look for more prospects until step four with alliances.

Why would we do that? Why would we set it up that way? Most traditional marketing will begin with doing more prospects right

off the gate. It's because, without a good USP, without integrating it right, and without working the database, you're going to waste those leads! They're going to go down the drain! You're conversion rate isn't going to be as good as it could. Why would you go get more leads if you're not managing and working and leveraging the lead asset well?

That's why our steps are in the order that they are. There's genius in the steps of the system. That's why then at the end we say, "Ok, now that we're working every lead that we're currently getting pretty well over these last sixty to ninety days, we'll now go get more leads by working alliances and partnerships." Why would I go get more leads as step one if I don't have a USP? That would be stupid. That would be wasting money. That's why, Michael, this has worked for twenty years. Very successfully. Not only the steps of the system- and those aren't very unique.

The USP has been around fifty years. Execution has been around, databases have been around, alliances have been

around- the uniqueness isn't in the steps. It's in the order of the steps and the execution of the steps.

That's what sets us apart from traditional marketing. Traditional marketing, the first thing they want to do is come in and sell you more leads. Why would you do that without a USP? Why would you do that without using a good USP on the leads you already have? See if you can convert more of these quickly first, before you go buy new ones? You see, how that's so important- the order of our steps and the execution of the steps which we've developed into an art over the last twenty years.

Michael When a client comes to you, what are some of the ways you can work with a client?

Richard First of all we work with all types of businesses. This system works with any type of client. Whether it's wholesale, retail, professional practices, service businesses or manufacturing, this system has been successful in all kinds of businesses.

Whether you're a one person business or fifty to one hundred employees or more, this system works.

When they come to us and we want to work with them, they're at different levels in their business. They might have the staff and the owner might have the time to do the execution that we direct them, so we might just coach them. That's one level of investment is just to be a coach to them and help take them through the steps of the system and evaluate the steps and let them know how they're doing. But they go out and they do the leg work and they do the work.

Many times then, then the owner says, "No, I don't want to do that. You do it." So they will ask us to execute for them, not just coach them, but actually execute the steps. That's a different level of investment. We'll often have a business that might start by saying "Yeah, just coach me."

They begin, and then they get to the part of the USP where they need to get their staff and their key people together and

ask them about what they think might be unique or what the assets are in the business. Things kind of get quiet. Often times the owner won't get the feedback that he really should get when he's running the show and asking the questions.

Everybody of course wants to say what the owner wants to hear. Sometimes then it doesn't quite work as well and then come back to us and say, "Ok, we see the value of a third party that's non-biased and subjective looking at our business. So, go ahead and you guys execute." That's part of execution, who's going to do it? If the owner struggles in any way with getting the right kind of feedback, then that can be a problem.

Michael That's a good point.

Richard A summary of module four is all about integration, database and alliances. The rest of the system. There are four steps in the system. The top two steps are our USP and integration. You gotta to do at least that. If you do at least that you might see some significant results. We can't guarantee that because

those steps three and four are also very important - database and alliances.

That way we can begin growing the business all three ways.

That's why the four steps are important. Because we can grow the business three ways instead of one. USP and integration of the USP is going to have a primary effect in converting more customers but it may not necessarily generate more leads and it may not get customers coming back more often, which involve steps three and four. However, you might get some significant impact from steps one and two. That's why it's good to build with the top two steps in the 21st Century marketing system or the HMA marketing system, because all four steps are very important.

At the end of the day as a business, you're getting what you want. Here are what you have as a business owner. Number one: you finally have your passion, or the reason that you got into business, turned into a selling proposition: a USP. I'll tell

you, after twenty years, there's nothing more exciting for a business than to nail their USP.

That's what gives them the reason to get up every day and go to work. When that is clearly articulated and clearly spelled out it's a whole different atmosphere around the business. The owner is more focused. The owner has been transformed from a traditional marketing thinker to an asset-based marketing thinker.

That's what we want to help you do. Make that transformation. Make that key change. If you'll become that kind of marketing thinker, you're going to have a much easier time growing your business without spending yourself out of business. That's the first benefit that's gonna come to you. You're going to start feeling better about your business, who you are and what it is.

Number two: you're going to start growing all three ways. You're going to start contracting better prospects. You're going to convert more of them and you're going to get them to come

back and do business with you. You're going to be simultaneously growing all three ways. There are no more ways to grow. Those are the only three ways to grow. We've tapped into all of them with our four steps. That's the second benefit that you're going to have is you're going to be growing all three ways.

The third then is that you're going to make a lot more money because you haven't spent more money for that growth. You're going to keep more dollars in your pocket because all of this does not require you to spend more dollars than you already are. Maybe even be able to spend less... Sometimes dramatically less because we've done a better job with the assets that you've got in your business. Those are the three key benefits that you're going to enjoy. The fourth one is you now have a system that can keep going. A system in the business.

Just like you have an accounting system, just like you have a customer service system, just like you might have a production system, you have a marketing system. That system is

comprised of four steps: a USP, integration of the USP, USP into the database, and USP into alliances. If all you did as an owner was wake up every day and think about those four steps in your business, you could grow it significantly, exponentially. You'll begin to take market share away.

You'll have a system of marketing that will create the fifth and final benefit that you'll enjoy. That is creating your own economy. You won't be reliant on how well the US economy does. You don't be out there hoping that consumers will go spend more, because you'll be out there selling them on you. Taking away their business from your competitor, or doing a better job at winning their business as it's declining.

In other words, I only see the global market and the US market economy contracting. I don't see it growing. Because of that it's going to require better marketing. So get a system in place. Get an entire marketing system in place. We can help you do that and it'll result in tremendous benefit to you - those five benefits that I just described.

Finally you'll be able to survive and grow with your own economy. You'll be creating your own revenue drive and not relying on what others will create for you or whether Walmart goes in or out of the neighborhood. You won't care because you'll be in control of your own economy. That's what we're excited to help you do and we hope that this service and product will be of great benefit to you and we know it can be.

Michael Richard, are you available for any of the students who are listening to this if they have some questions?

Richard Sure. What we've gotten good at, Michael, is execution. Execution at a pretty rapid pace. We've been doing this twenty years. We're a turnkey system. We know how to do it, we know how to customize it to any kind of business. If the listeners are stuck in any way, feel free to give us a call. You can directly contact us by phone, you can do it by website, you can do it by email... We're certainly available to help with that execution and getting it done for your business.

Michael Perfect. I appreciate it. Richard, this has been wonderful, very enlightening. You've really simplified it in a simple way for any listener to understand. It's enough information that they can get started doing this today.

Richard Thank you.

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