

3 WORKSHEET

PROACTIVE POSITIONING

One good way to boost conversions is to create a strong USP (unique selling position/proposition). This is a branding statement that tells prospects why your course is different from and better than similar offerings on the market. In other words, it gives your prospects a reason to buy your course instead of the competitors' offerings.

So, how do you create this positioning statement? You can start by doing your research and completing this worksheet...

Step 1 **Brainstorm the Possible Unique Benefits and Features that Make Your Course Different (and Better) Than Others.**

At this step, don't worry about whether the benefits you're brainstorming are truly unique, as we'll cover that in another step. And indeed, sometimes you don't need a benefit that's entirely unique – you just need to be the first person in your niche to state the claim as your USP.

An example of this is Folger's Coffee, which uses the USP "Mountain grown." Turns out most coffee is grown in the mountains, but Folgers was simply the first to use this positioning statement.

So, start by brainstorming the possible ways your course is different. Ask yourself these questions:

- » How is your guarantee different than the competitors' guarantees?
- » How does your pricing differ from the competitors' offerings?
- » How does the content of your course differ?
- » How does the format of your course differ?

- » How does your bonus package differ?
- » How does your customer service differ?
- » What are your competitors' biggest weaknesses?
- » How are you different than your competitors? (E.G., do you have some unusual or unique qualification to teach this specific course?)

In what other ways is your course or business different from your competitors' offerings?

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Use these questions to get you started, and then list as many differences and benefits as you can think of before moving onto the next step...

Step 2 Research Your Competitors' Positioning Statements.

Next, you now need to determine what unique selling positions your competitors are using.

In order to determine this, you'll need to do some research and visit each of your competitors' websites, social media platforms, and sales pages. Answer the following questions about each of your competitors who are offering similar courses:

- » What is their slogan?
- » What do they use as a positioning statement on their course sales page?
- » What do they use as a slogan or positioning statement on the "About" page of their blogs and social media pages?
- » What other unique benefits/statements do they tout repeatedly across their websites, sales materials and platforms?

Now look at your own possible positioning statements and compare them to your competitors' market positions. List all the benefit and positioning statements you have that your competitors aren't using. These are all possibilities for your USP.

Next...

Step 3 Determine What's Important To Your Prospects

There's no use creating and advertising your unique selling position if the USP means nothing to your prospects and customers. That's why you'll want to do some research to determine what is important to your market.

Walk through the following steps, and write down your results as you discover them:

What does your audience say in their product reviews of similar courses? What do they consider the strengths of those courses? What do they consider the weaknesses?

What does your audience say about competing courses when they discuss them on social media and other platforms? What are they looking for in these courses?

What does your audience directly say is important to them? (You'll need to do a survey in order to figure this out. Be sure to use open-ended questions so as not to constrain their answers.)

What sort of questions come through your customer service desk that may shed light on what your audience wants? For example, if your audience is enquiring about whether your course includes a certain feature or benefit, that is probably a sign that it's important to them.

Now look at your possible positioning statements, and compare this list to what is important to your audience. Go ahead and rank them from most important to least important.

At this point, you may have a little bit of a judgment call to make. You'll need to pick just one positioning statement – this is not only a strong benefit for your course, but it's also something that is important to your audience. (And, obviously, something your competitors aren't using.)

Pick out your position, and move to the next step...

Step 4 Draft a Succinct Positioning Statement

Now that you've selected your position, you need to sum it up in a short and snappy statement. That's because you need to be able to get it across in just a few words. You don't want a convoluted or nuanced statement, as that will just confuse people. You want your prospects to get the gist (know what's in it for them) in about a second or two.

Look at these real-life positioning succinct statements as examples:

- ✓ Mountain grown.
- ✓ Fly the friendly skies
- ✓ Have it your way.
- ✓ Better pizza. Better ingredients
- ✓ We try harder
- ✓ The strongest guarantee in the business.
- ✓ When it absolutely, positively must get there overnight.

Now it's your turn...

First, start by writing down your unedited (draft) statement. Include all the main points you want to get across.

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Now look at your draft statement and slice it down to the bare essentials. Get your point across in as few words as possible.

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Finally, edit your statement to become more powerful. For example, add in trigger words (such as you, free, guaranteed, quickly, easily) if possible.

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Extra Bonus

If, once you've completed the exercise, you'd like your USP to be reviewed by one of our team, then please feel free to drop your new USP into an email to us and send it to :

myusp@giantsawakening.com

where one of our experts will review it and get back to you with any thoughts they feel might help you, as soon as they feasibly can (given that this is a special complimentary service for which there is no charge).

[Click Here for "Become The One"](#) – Another **FREE** Resource you may also find helpful!

BEST PRACTICES

Your prospects have options. One option is to buy your course. Another option is to buy one of your competitors' courses. So, here's the question...

Why should your prospects buy your course?

This is something you need to know the answer to so that you can clearly and succinctly share this information in your sales letter and other advertisements. This is called your USP, or unique selling proposition (or position). This is what makes your course different from and better than the competitors' similar offerings.

6 Ways To Position Your Course In The Market So You Stand Out

1. Offer personalized coaching as part of your course. If no one else offers that (or at least you're the first one to turn that into your USP), then that makes a great way to position your course in the market.
2. Highlight a unique qualification for teaching the course. For example, if you're teaching people how to write a bestselling novel AND you've made it to the New York Time's Bestseller List multiple times, that's a pretty strong (and unique) qualification.
3. Give an unusually strong guarantee. For example, you might offer a "double your money back" guarantee if the customer shows proof that they tried your information and it didn't work.
4. Be the "original" or "first" in a category. For example, maybe you're the first one to ever offer a specific type of information – perhaps you even invented a formula for your niche. Or, it may even be something as simple as being the first in a region to offer a particular type of course.
5. Set your course apart based on how it's delivered. Maybe you deliver your course all at once so that people can work at their own pace. Or maybe you deliver your course in modules, so that customers don't get overwhelmed.
6. Focus on pricing. You might be the most budget friendly option available, or the highest-priced "celebrity" option for those that want an exclusive "country club" feel.

Bottom Line: Find something that sets you apart from your competitors, then position your course based on this factor.

Four-Step Process For Deciding How To Position Your Course In The Market

- You determine what sets your course apart from similar offers in the market. (As in the examples above.)
- You find out what factors are important to your audience. You'll need to do some market research, particularly surveying or focus groups to understand what is important to your audience.
- You then choose your unique selling proposition based on the overlap between what makes your course different and what's important to your audience. (Because there is no use touting a positioning statement if your audience doesn't care about it.)
- Finally, you polish your USP so that it's a succinct statement, one that's easy to convey in your sales letter and other marketing materials.

For example: M&Ms candy has the USP, "It melts in your mouth, not in your hand." Short, easy-to-convey, and gets a strong benefit across (the "reason why" someone should buy and eat M&Ms versus other chocolates).

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