

Name Your Unique Proposition

There are a few rules you always need to keep in mind:

- No one cares about the company.
- No one cares about the product.
- No one cares about you as the copywriter.
- They care about their own problems.
- They care about their vision for the future. (where they didn't have the problem)
- They care about the vision for the future that THEY care about.

There are special benefits that customers want in solving their problems. Called the Unique Value Proposition.

One of the objections is trust.

In the past, this customer has tried other products that made similar claims. And was disappointed with the outcome.

What can you do when telling someone about your unique solution? → make it so they understand that there's something new about your solution.

- Do they have this pain? Yes
- Would they like these benefits? Yes
- Do they like the theoretical solution? Yes, they do

Before you get into the features of the product, they need to bridge the gap of the trust objection.

The way to bridge that gap is called a unique mechanism.

This means that your specific solution needs to be **NEW**.

If you can be first, be first. If you can be NEW that's the most advantageous position as a company.

What if you're just one of many? What if your unique value proposition isn't that unique? How do you stand out?

Solution= name your method differently.

You can sell your product for years with no real profit, but if you name your unique mechanism, then you'll be able to get way more sales.

The audience always thinks about their past where they thought something was going to work, but they got disappointed in the results.

They're still looking for the same benefit, but they want something new.

"I've always tried all of these methods, but maybe THIS NEW ONE will work"

Always ask clients to name their unique mechanism, or ask for permission to name their methodology for them. It will significantly increase sales.

Questions:

How can you turn an old and known method into a new and unique method?

Why should your business have a unique value proposition?