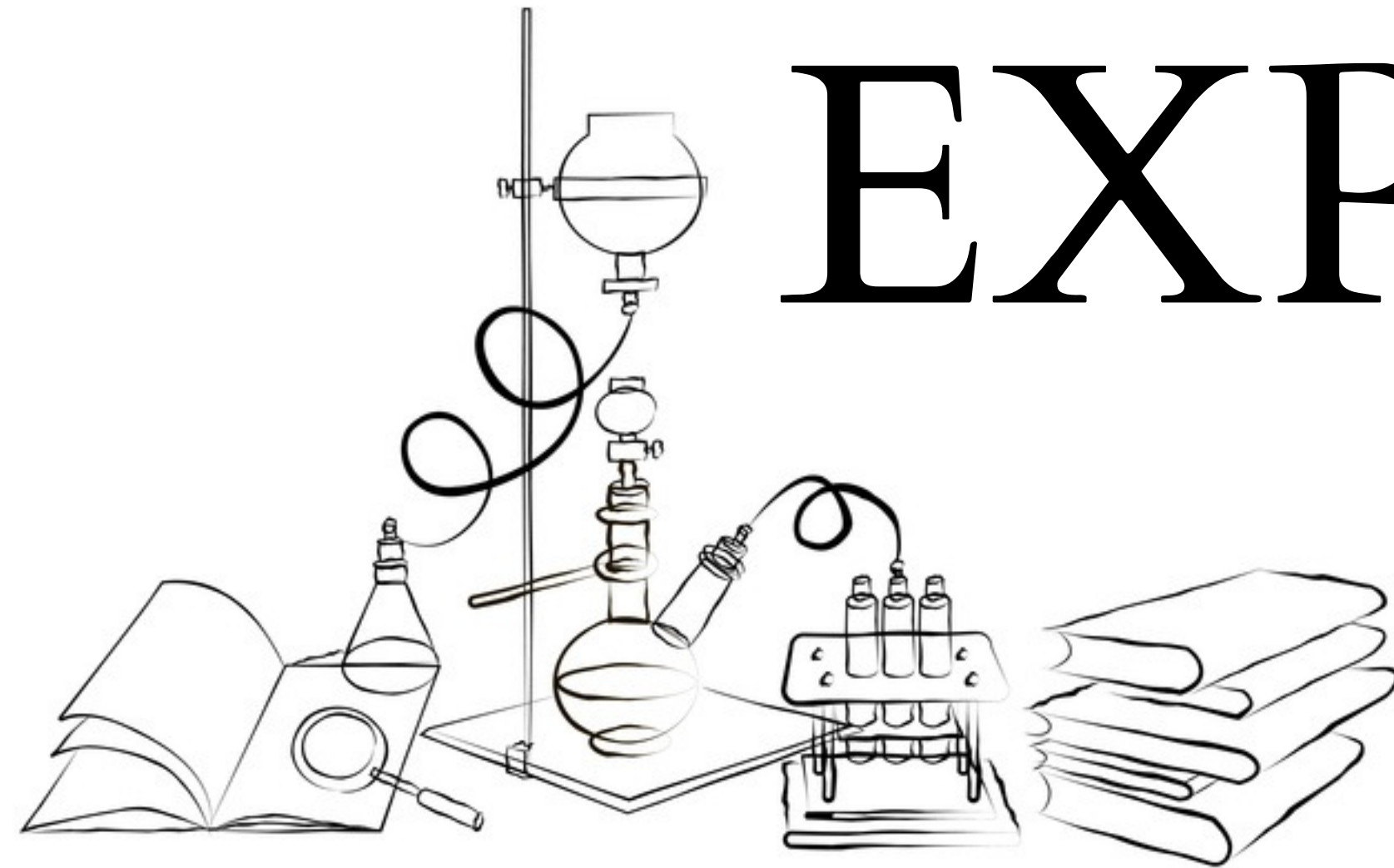


Incomparable EXPERT *formula*



Primary Rule of the Road

If you want to be **treated** like you are one-of-a-kind, you must **act** like you are one of a kind.

Secondary Rule of the Road

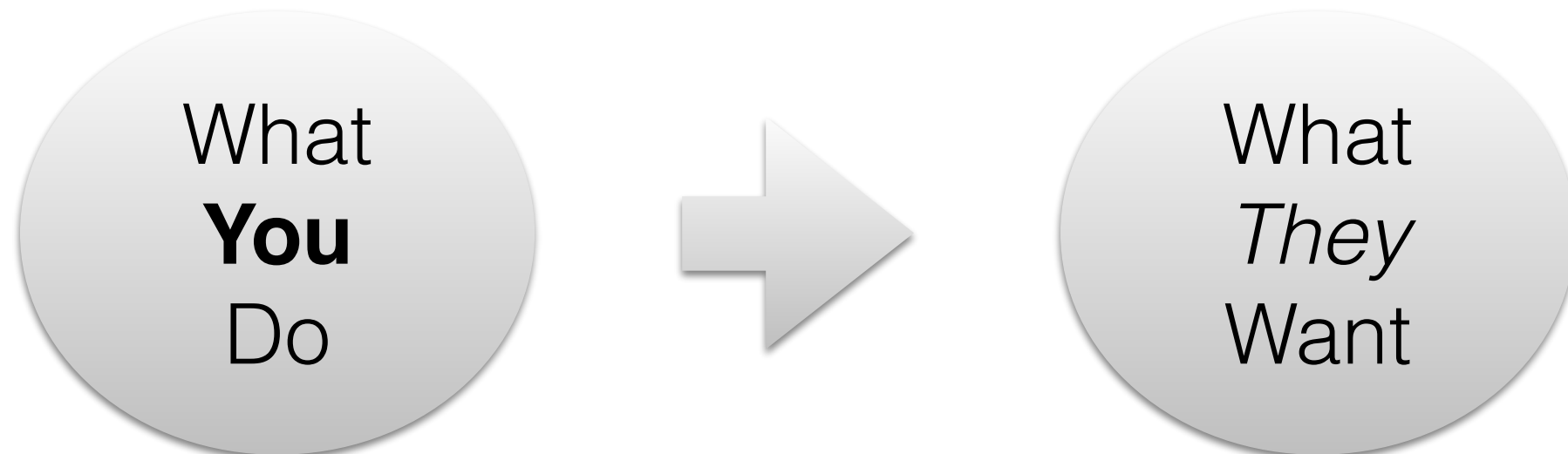
Thinking that your uniqueness has to come from a variation in how you perform your service is extremely limiting.

Becoming an Incomparable Expert™ is the result of a combination of **who** you are, what you do, how you do it, and for whom.

Incomparable Experts™ are not hired for what they do, they are hired for who they are.

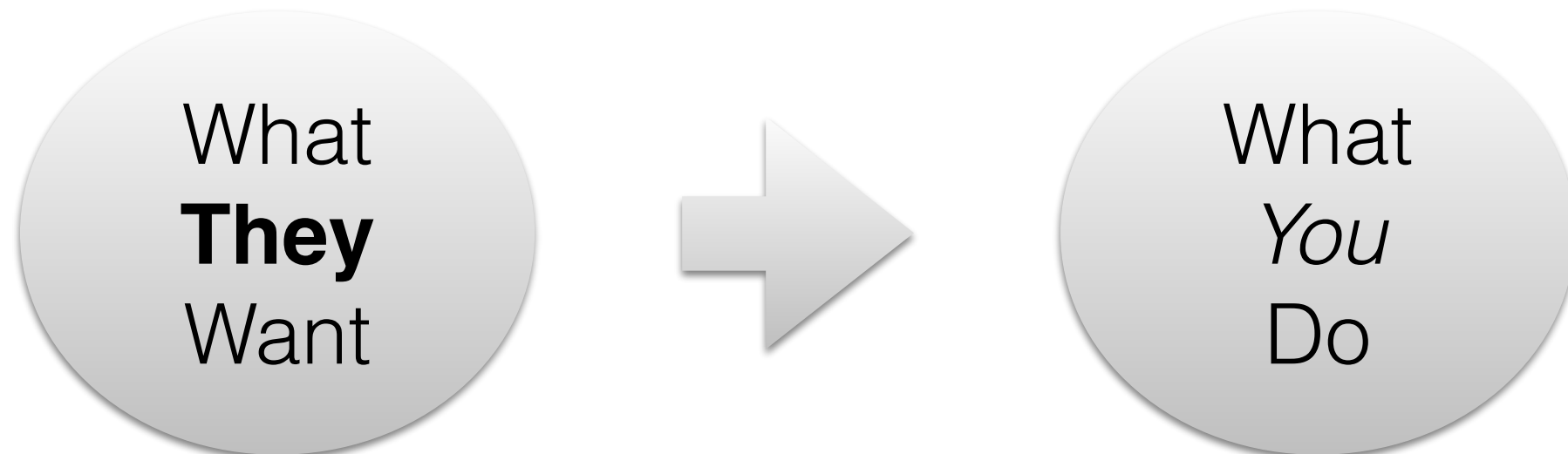
It Begins With a Shift in Focus

what most service providers do...



It Begins With a Shift in Focus

what incomparable experts do...



It's less about what you do, or even how you do it. The most important thing is their perception of what you do and how you do it and what they GET because of it.

Talking about **you** conveys need. Plus, YOU are at the very bottom of your prospect's list of interesting topics.

whiskers



whiskers cares about health

rex



rex cares about his image
at the dog park

**They want the same result, but
they are not buying the same solution.**

Incomparable
EXPERT
formula

STEP 1:

Take the spotlight off of you and shine it on them.
This is a **new habit** to create which covers your
thinking, acting, and speaking.

This will alter your behavior and immediately set
you apart from most of your client's other choices.

The Good News

*You already possess unique value to
deliver to the world.*

The Bad News

You have been brainwashed into not being able to see it... or, you are simply not communicating it to the world in a way that they care about it.

The Really Good News

You don't need to make up the answer to "what makes you different" now. Instead, we'll walk through the process for how to discover the true answer over time.

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STEP 2:

Stop selling what you do and start selling what they GET because of what you do. Paint this picture in vivid detail. Dimensionalize the value of this picture so the VALUE of this destination is clear for them.

Only then will you be talking about and selling them WHAT THEY WANT.

What Do You Do?

Once you begin to shift your focus from you to them, answering the "what do you do" question becomes much simpler. When asked, you don't explain what you do, you paint the picture of where you help your clients go.

More Good News

In many cases, doing the first two steps of the formula will effectively set you apart from just about everyone... and we haven't even reached the part where we talk about you yet.

WHY

YOU?

Why should we hire you?

(What's your first reaction when
someone says that?)

Gut Check Part 1

Most service providers have such a low level of self-belief, they will jump to answer the “why should we hire you” question as if they were on trial.

If this is you, understand that the work to do is not to figure out how to answer “what do you do?” The work is to figure out how to **believe** in your own value.

Gut Check Part 2

Incomparable Experts do not jump in to prove themselves. In fact, you want to get in the habit of making your reaction to a question like “why should we hire you” something along the lines of, “I don’t know... maybe you shouldn’t hire me at all.”

Instead of “thinking” your way to the answer to “What Makes You Different,” I’d recommend you engage in the process that will bring the answers right to you.

The Big Question

You become an Incomparable Expert when you deliver something to your prospective clients they can't get anywhere else. What's the only thing they can't get somewhere else?

Never Forget This

The only thing they can't get anywhere else is that working with you means YOU or your company will be providing the service.

(From Dan Kennedy... Paraphrased)

As you evolve in business and fee levels rise, the focus tends to shift away from what you actually do and move towards focusing on the fact that it is YOU doing it.

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STEP 3:

Create the PLATFORM that DEMONSTRATES YOU. That will get you your “what makes you different” answer AND actually, in part, answer the question for you.



Building a Platform Crash Course Part 1

- The goal is demonstration of your problem solving value.
- You want them to actually look forward to receiving it.
- Consistency is key.
- Must lead to an open door. What is the next step? If designed well, your PLATFORM (blog, videos, newsletter, podcast, etc.) allows you to show up repeatedly (consistently) in a way that you are welcomed into the world of your prospect.



Building a Platform Crash Course Part 2

- Make a list of the PAIN your prospects are experiencing that you are able to relieve/solve.
- Prioritize that list in order of emotional content level.
- Think about how YOU relieve that pain, then think about how another service provider in your space relieves that pain. What differences jump out at you?
- When you see the work the other service providers are offering to their clients, what are the areas you see where you would have done things differently?
- The goal is to come away with 2-3 BIG IDEAS about the best way to approach your client's pain that YOU stand for. These are the foundation of your Platform.

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STEP 4:

Instead of racking your brain for the answers you seek about what makes you unique, you use the feedback from the Platform to discover the REAL answers.

Why This Works

The Platform approach sets you apart because it conveys what makes you different slowly, but in a way that actually YOU can't even articulate.

HERE'S WHY:

Over time, the prospect develops their own definition of what makes you unique/more valuable. And that's why it's so powerful. Because that “answer” is perfectly built for your prospect.

The Platform demonstrates YOU. And the end result is that your prospect sells **himself** on you for reasons that are unique to YOU.

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COMPLIMENTARY

25 Minute Phone Conference

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