



No Hassle Club - June 2019

BRAND:
Your USP -
Unique Sales Proposition

Objective: A well defined, clear and effective USP that you will be able to use on your website, emails, marketing campaigns, sales page, introductions, interviews etc. to stand out and become memorable in your industry.



Session #1: Before we start...

Can your potential clients say what your USP is?

Can you say what your USP is?

Would you buy from you?



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Session #1: What is a USP, why you need it and what is yours

USP - Unique Sales Proposition/Unique Selling Point

It is what makes your business/offer stand out and something that your buyers cannot find anywhere else or on their own

USP = Your unique method/system/framework/secret sauce/magic potion

All your products can have the same umbrella USP



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Session #1: What is a USP, why you need it and what is yours

That sweet spot between what your customer wants/needs, what you are brilliant at and what your competitors don't offer



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Session #1: What is a USP, why you need it and what is yours

- Stand out in the crowd
- Crush the competition organically
- Incomparable
- Does the hard work for you - no need to convince anyone
- It's the reason other solutions/competitors don't work
- Brands you
- Unforgettable
- Repeat business
- Promote your USP, not your product





Examples

FedEx

Domino's Pizza

Apple

No Hassle Website

No Hassle Club



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Your mission 1

Answer these:

- Why should someone come to me?
- My potential buyer never got the results she wanted because she didn't have...
- What do I want my business to be known for?
- My offer is the only one that...

- How is my system/method/framework different?
 - Process?
 - Delivery?
 - Timeline?
 - Tool?
 - Combination?
 - philosophy?





Your mission 2

You/Your Business

I am (your "title") _____ and I make/help/support (your ideal customer/audience) _____ achieve (the result they want) _____ by (your system/method) _____ [unlike (your competition) _____ who only/lack (the reason why your customer/audience never got her result) _____]

Example:

I am the creator of No Hassle Website and all things No Hassle, and I make the life of online entrepreneurs better by creating easy (and super affordable) solutions to seemingly complicated problems





Your mission 3

Your USP - Unmatched Solution to Problem

My system/method/framework is the only one that:

- Takes you from x to z by doing this so you can do that
- Gets you this within x days
- Makes you this by using that tool
- Removes x so you can achieve y
- Uses the ACRONYM system (<http://acronymcreator.net/>)
- Will turn you into this by combining x, y and z
- Is built on the philosophy of x





Your mission 3

- Delivers x without having to do/feel/suffer through y
- Utilizes the “number + adjective + noun” framework
- Walks you through the following steps...

Example:

No Hassle Club is the only online membership program for entrepreneurs that removes all overwhelm by showing you exactly what you need to focus on each month to make your business successful and walks you through the actions you need to take, step by step over a single weekend, so you can implement and take action immediately without having to struggle, teach yourself things, get overwhelmed and waste time.





Session #2: Before we start...

Did you do your homework? How did it go? Were you able to come up with a strong USP?

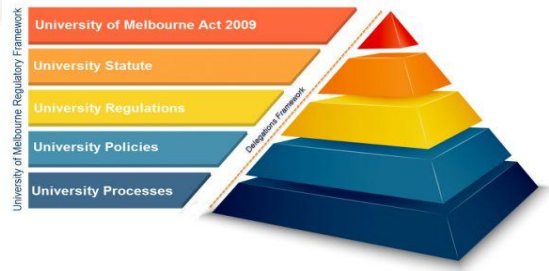


Session #2: Graphic/visual representation

+ 5 key features



4 Business Stages Puzzle Diagram

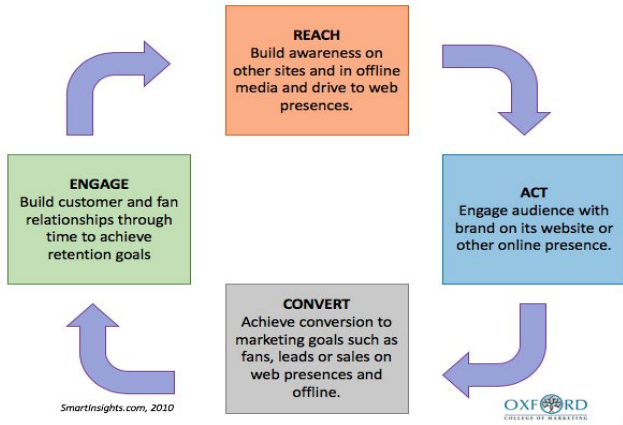


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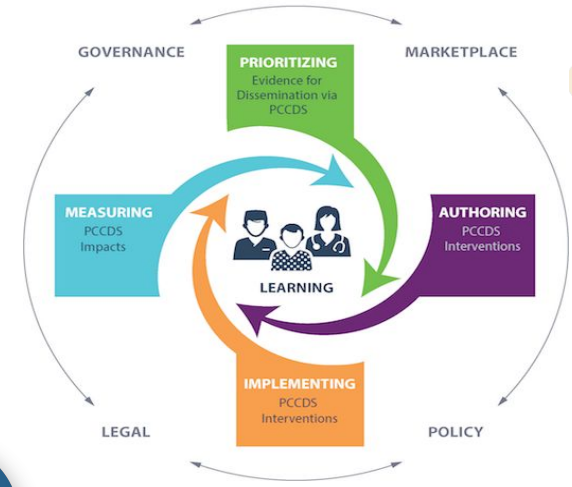


Session #2: Graphic/visual representation

+ 5 key features



Patient-Centered Clinical Decision Support (PCCDS) Analytic Framework for Action (AFA) to Improve Healthcare Delivery and Outcomes





Your mission 1

If your system/method/framework was a graph or image or icon, how would it look?

- Drawing
- Canva
- Powerpoint/google slides
- Fiverr





Your mission 2

If you could list only 5 features/benefits to describe & explain your business/offer/product to a potential customer, what would they be?

“There are only 5 things you need to know about.....”





Your mission 2 - Example

ShEBANG without the (h)assle

A fundamental part of the No Hassle Club philosophy is the idea that a successful, thriving and sustainable online business, MUST continuously invest time and resources in all 6 Pillars – Sell, Engage, Brand, Attract, Nurture, Give.

One Pillar Each Month

Each month, on the 3rd weekend of the month, we will have a new, live Implementation Weekend in our closed Facebook group here during which we will learn, work and implement a new project focusing on one of the 6 Pillars.

Implementation Weekend

Each Implementation Weekend will include 4 live sessions inside the group where I will give you detailed and specific step-by-step instructions on what you need to do exactly to complete that month's project, and you will have to do the actual work in between the live sessions (replays will be available immediately after each session in case you cannot join live).

Foundation Trainings

Some basic trainings, will be available to everyone at all times, in the Foundation Trainings section of this website.

Archive

Each time a new Implementation Weekend starts, the previous one will be archived in the Archive section of this website. You will only be able to access archived months starting from the time you joined (and not older ones from before you joined).





Session #3: Before we start...

Some thoughts and feedback

- Stand out in the crowd
- Crush the competition organically
- Incomparable
- Does the hard work for you - no need to convince anyone
- It's the reason other solutions/competitors don't work
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Session #3: Deploy your USP

Re-visit all your materials and see where and how you can incorporate your USP/graphic/5 point list



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Your mission

Use your USP/Graphics/5 Points in your material in at least 5 places:

- Home Page
- About Me Page
- Sales Page
- Quote yourself in a post/Instagram
- Cover photo on FB page/group
- Testimonials - that prove your USP
- Post/Email - The only 5 things you need to know...
- Why Me?
- Freebie - your framework
- For a launch - series of your framework
- Comparison table





What's Next + Q&A

Always come back to your USP

Create USPs/framework for your products

Look for more places to incorporate it

Qs:

Would love to know what the intended outcome of the weekend is and a big picture, thanks Neta.

Should branding be something that we evolve into or decide on at the onset? For example, it's through conversations with prospects and customers through the course of the biz that we may have a clearer picture of what the market is looking for and what we are capable (or not) of providing or should we do more research beforehand and settle and focus on a niche early on?



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