

Why Are YOU Different?

- Gene Monterestelli, Master Coach

You're not the only person in the world who offers the products and services that you sell. It's pretty likely that there are many others who offer what you do.

As frustrating as facing competition in the marketplace can be, I'm actually thrilled when I'm competing with others for customers. The reason I like competition is because it gives me the opportunity to show how I'm different. When I'm able to show that I am different, I'm able to show how valuable my offering is.

The way to do this in a marketing message is by highlighting what is missing from your competitors' offerings, why it is a problem that it is missing, and then point out what you have to offer that is different or better.

Here is an example:

>Are you tired of marketing advice from "experts" whose only business growing experience is growing a business that teaches others to grow their business?

>It's time to get instruction from someone who's been there.

>These days it's hard to navigate your way through the sea of business, marketing, and coaching information. Everywhere you look there is a new method that 'in just three easy steps' will take your business to the next level.

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>The truth is those three easy steps do not exist. If it really only took three easy steps to take your business to the next level then everyone (and I mean everyone) would be doing it.

>Having a successful business requires that you take the right actions over and over again for a period of time.

>I have something that will help you with that.

>It will show up in your mailbox (as in your real mailbox, not your inbox) and it will teach you how to take the most useful and productive actions consistently over time to help you enjoy the success you want.

>But before we get into that, I know you have a question...

>>>Why Should You Listen To Me?

>That's a really good question. How do you know that I'm not just one more person on the internet who claims to be a "guru" and an "expert"? (I hate those titles sooooo much!)

>I could go into a long history about my experience of how I've been self-employed since 1997. Instead I have three facts I would like to offer to illustrate where I am coming from:

>* I have sold over 2 million dollars in services as a juggler (yes, a juggler), which has led to performances in 49 states and 5 Canadian provinces.

>* I can draw a direct connection between a simple content creation process, which I repeat weekly, to more than \$250k in sales in my coaching practice.

>* I have made over \$100k in marketing mistakes. (I know, that's an odd thing to brag about, but I think it's important.)

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>In short, I have tried the tactics I teach again and again in non-traditional markets.

>Think about it, if these tactics can be used to sell juggling performances, imagine how powerful they are in selling something people actually want!

>Also, in terms of the third point, I think it is important that you know that I am not perfect. I've made lots of costly marketing and bad business mistakes, but what is more important is that I've learned from my mistakes.

>Simply put, I have made the mistakes so you don't have to!

>What I teach isn't untested theoretical content. These are practical techniques that are laid out step by step with real world examples.

The contrast above is obvious. I am able to show that what I'm offering is much more valuable than what others have to offer. You will notice that I'm not calling products or services out by name. I'm not even saying that what they are offering is bad or that what they are offering isn't valuable.

I am simply showing how my offer is better in comparison.

Types Of Differences

There are multiple ways in which we can draw this contrast. Here are a few ways that you can show contrast:

Personal Touch

People love to feel special. People love feeling like they are receiving custom care. For many of the products and services we consume, we are

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just a number. If you offer personal care that is special and you should highlight it. For example:

>Most of the national chains that offer this training will put you in a class of over 40 people. We have limited our class size to just four people to ensure that you get all of your questions answered, and get hands-on training for every skill that we teach.

What It Is Made Of

This difference will be most often used for physical products. When making this distinction you can talk about how your goods are ethically sourced, the quality of the ingredients or materials, or how environmentally thoughtful your products are:

>If you take the time to read the ingredients on the back of most skincare products you will end up reading a list of long words that will have you wondering if they're even written in English. Our skincare products are made from all natural ingredients. When you read our ingredient labels you'll recognize everything listed, and know that it's good for you.

How Quickly You Get Results

Our customers not only get results, but they get them rapidly. If you are offering a service that provides relief faster than your competitors, use it:

>For the last 50 years the way that most people would deal with fears and phobias was to visit a therapist of some sort every other week for months on end, usually with only a slight improvement over time. My "Break Free Of Fear" system will clear your fears in less than six weeks.

How Long Lasting Your Results Are

As much as people want results right now, they also understand that there are times in which the quick fix isn't a lasting fix. In these cases you can

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point out how your offering is so comprehensive that it will create a lasting change. It might look like this:

>Most of the fad diets on the market right now are great at helping you to lose 5 to 10 pounds in the short term. But in almost every case the pounds start to creep back on after about six weeks. My personalized nutrition system means we will help you to find foods you love to help you to lose weight, but also that you will learn this in a way that will create lifelong healthy eating habits. You might not lose the weight as quickly as you would on a crash diet, but you will be healthy for a lifetime.

Your Specific Experience With A Problem

The sales copy above from the “How I Built My Practice” site is a perfect example of this type of comparison. In the example I’m comparing my experience to the fact that many of my competitors have little to none.

Specific v General Offering

This type of comparison is similar to the previous, but this time instead of comparing the amount of experience we have, we show how our offer is better because it is more specific to our audience's needs. An example might look this:

>Most job placement services use a one-size-fits-all approach. They get paid only when they fill a job listing, so they are tempted to put you in the first job that comes along. When you work with XYZ we will only place you in a job that we know is right for you based on our 12-point job compatibility analysis.

or

>Most job placement companies use a one-size-fits-all approach. At XYZ we only work with women who have over 20 years of executive experience. We know the ins and outs of how hard it can be for

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experienced professional women to find a good fit for their next career move. We want your next move to be your last move.

Naming Your Difference

In almost every case, like in the example I gave above, what we are pointing out isn't new to our audience. They already understand the frustration. When we point their frustration out, our audience will think "they get me!" and that makes it easier to sell.

Now I want you to see if you can come up with examples of how you can draw a comparison with your competitors using all six of the types above. More than likely you will be able to come up with examples for your offering for at least four of the types, which you can then use in your next piece of marketing copy.