

First Strike Marketing

1. Help the customer/client identify what their frustration is:

2. Position yourself/product as the best solution:

3. Demonstrate, don't assert:

4. Offer a money back guarantee:

The YOUnique Factor

Know your number! There was a time when a business could thrive on the merits of great service or a quality product. Entrepreneurs today are dealing with impatient and demanding consumers—great service and quality products are now just a standard requirement to stay in business. To excel, grow, and remain profitable, every company needs to develop their own YOUniqueness. Let's get started measuring yours!

On a scale of 1 to 10, answer the following questions about your business. 1 being not at all unique and 10 being the most unique of all your competitors.

1. Does my company have a unique **PRODUCT**? _____
2. Does my company offer unique **PRICING**? _____
3. Is my company owned by or does it employ unique **PEOPLE**? _____
4. Does my company have a unique proprietary **PROCESS**? _____
5. Does my company maintain a unique **POSITION**? _____

Add up your answers from the five questions above, then find where your total fits below:  **Your YOUnique Factor Score:** _____

0–15: “Blending In Blues”

You're surviving, not standing out.

Your business may offer solid service or products, but customers can't tell you apart from the competition — and that means you're competing on price, not value.

Action Steps:

- Pick **one category** (Product, Pricing, People, Process, or Position) to focus on first.
- Ask customers what makes you *different* in their eyes — not what you think makes you different.

- Brainstorm 3 ways to stand out: a guarantee, a signature process, or a bold niche focus.
 - Start small — uniqueness grows through intentional choices, not random ideas.
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16–35: “Standing Out... Sometimes”

You’ve got sparks of YOU uniqueness, but it’s not consistent.

You might have a standout product or memorable people — but your message, branding, or process doesn’t fully communicate that uniqueness yet.

Action Steps:

- Audit your marketing: Does your website, social media, and sales pitch all tell the same “what makes us different” story?
 - Strengthen what’s working — double down on your most unique attribute.
 - Create a **YOU Unique Story**: one sentence that captures your edge (e.g., “We’re the only roofing company that finishes clean enough to host a dinner party on your driveway.”)
 - Systematize your difference — make sure your team delivers it consistently.
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36–50: “Market Magnet”

You’re unmistakably YOU.

Your business has a clear identity, your team lives it daily, and your customers can explain it better than your competitors can sell themselves.

Action Steps:

- Keep your YOU uniqueness alive — refine it every year to stay fresh.
- Capture testimonials and stories that reinforce what makes you stand out.
- Expand your brand presence — consider PR, partnerships, or packaging your unique process as a signature method.

- Teach it. Train new team members to understand and protect what makes you different.

Coach Bob's Challenge

"Uniqueness isn't what you sell — it's how you make people feel about what you sell."

Don't panic if the score for your company is on the low side, it could be the reason you have been struggling with growth and profitability. Take this opportunity to refocus. You can start right now by jotting down a few ideas that will help raise your score.

1. The idea: _____

This idea increases the YOU uniqueness of our:

PRODUCT PRICE PEOPLE PROCESS POSITION

2. The idea: _____

This idea increases the YOU uniqueness of our:

PRODUCT PRICE PEOPLE PROCESS POSITION

3. The idea: _____

This idea increases the YOU uniqueness of our:

PRODUCT PRICE PEOPLE PROCESS POSITION