



HOW TO CRAFT YOUR UNIQUENESS STATEMENT

The average person has an attention span of merely 15 seconds. You don't have a lot of time when someone asks you the inevitable question, "What do you do?" In the personal branding process, it's imperative to have a uniqueness statement that establishes rapport and sets you apart from the rest.

A Uniqueness Statement (often referred to as a Unique Selling Proposition or USP) is an opportunity to make an emotional connection with your target market by touching on the qualities and values that you stand for, and by highlighting the benefits that a potential client will receive by working with you. There's nothing worse than being caught off guard when someone asks you about your work, or feeling unprepared and not taking advantage of an opportunity to make a powerful connection.

A Uniqueness Statement will:

- Increase your confidence when speaking about what you do
- Help you present yourself with polish and professionalism
- Build credibility
- Differentiate you from the rest of the pack
- Help build rapport with your prospect
- Create excitement about your products and services

So how do you build a powerful Uniqueness Statement? Here are four steps to get you started:

1. **Identify Your Target Market** – Who are your ideal clients and what are the problems they are struggling with?
2. **Communicate Your Area of Specialization** – What is your "Zone of Genius?" What do you do better than anyone else?
3. **Highlight the Benefits of Working With You** – How have your clients benefited from working with you? What have they achieved as a result of your working together? What is the *solution* you have provided?
4. **Motivate Them Into Action** – After meeting you, how could they learn more about your or even work with you?

For example, you're not just a fashion stylist. You help female executives over 40 build chic, well-curated wardrobes and present themselves with flair and confidence. Your last three clients purged half of their closets and now can't wait to get dressed each morning. One of

them received a promotion at work and another met her husband-to-be. Anyone can sign up on your website for your weekly tips on “How To Build A Wardrobe That You Love.”

Or, you’re not just an herbal acupuncturist, you help mothers between the ages of 35-55 who have struggled with chronic fatigue syndrome regain their energy and vitality through custom immune-building programs and treatments. Within six months, most of your clients have renewed energy and are sleeping better than they have in years. A recent client just climbed Mt. Kilimanjaro after battling chronic fatigue for more than 10 years. For more information and to get your article “Ten Tips For Increasing Your Energy TODAY,” potential clients can sign up at your website.

You get the idea. Anyone can be a doctor, lawyer, event planner, financial planner, personal trainer or freelance writer. But only you can be YOU – in all of your unique glory.

Much of the work in crafting your Uniqueness Statement is in practicing your message and perfecting its delivery. Remember, this is a living, breathing statement about who you are, so it’s going to be a work in progress and will evolve over time.

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