

Using the [UCC Companion Guide](#) as your inspiration, print out this workbook or write your answers in a word processor (you can also transfer the questions over by copying and pasting). This will be the beginning of your own unique outreach strategy and action plan.

Use this workbook and idea sheet to create your own Unique Compelling Contribution (UCC) statement. It would be helpful to have already listened to the audio training included in your course materials

If you find that the answers to the questions below fail to produce any apparent advantages of working with you, then it's time to reassess your offerings. If you don't have anything that sets you apart from your competitors, then even with the best marketing you will always fall short of your potential. Remember that this is not what YOU perceive as an advantage, but what you believe will be perceived as an advantage by the people you serve.

Getting someone in the door is only the beginning of the process. The challenge is to connect with them on a personal level, educate them about you and your services, influence them to favor you with their business, and develop a long-term mutually fulfilling relationship. In order to do that, you have to offer a unique set of benefits that is overwhelmingly obvious to those you serve.



The beginning of that process is the development of your UCC statement, which is a succinct, SPECIFIC, written distillation of your unique offerings. It can be as short as a slogan or tagline or as long as a paragraph or two, but it should be no longer than necessary to convey the distinctive advantages that you provide. Don't spend a minute or a dollar on any marketing or outreach until you have ascertained your own UCC.

10 Ways to Help Discover Your Own UCC

A Unique Compelling Contribution (UCC) statement answers your public's questions: Why should I favor you with my business instead of your competition? What's unique about you, your company, and your services?

Here are 10 ways you can begin to answer those questions:

1. **BENEFITS.** What are the benefits of working with you? What do you offer (that others don't) in the interest of better addressing the needs of the people you serve? It is important to differentiate here between a **FEATURE**, which is a statement of fact describing a positive attribute ("400 horsepower") and a **BENEFIT**, which is a statement of value that elucidates the clear advantages of working with you ("It will get you to work in half the time").

2. **VALUE.** Compare your costs versus how much money you provide in benefits. What are some specific ways you are constantly looking out for the best interests of the people you serve? What are your core values and how do you demonstrate these values?

3. **RESULTS.** What are some specific results you have obtained for others in the past? What do you do to achieve better results than your competitors?

4. **SOLUTIONS.** Give an example of a creative solution you found to a similar problem. How did you come up with it? What happened because of your creative solution?

5. **PEOPLE.** Remember, people don't buy services from a company; they buy them from people. Nobody ever says, "You should talk to such-and-such company." They say, "You should talk to Mary Smith." What is different about you and your team? Do you actively communicate these differences or just rely on their powers of observation?

6. **SERVICE.** How do the people you serve describe the way you treat them? What's an example of how you went out of your way to better serve them? How do you demonstrate exceptional service on a regular basis?

7. **SPECIALIZATION.** Position yourself as a leading expert in a specific industry, not as a generalist. To be a generalist for most business owners is the kiss of death. Go deeper, not broader. Utilize specialty-specific marketing materials that communicate your unique offerings. What do you uniquely offer?

8. **FEEDBACK.** What do your best clients say about you and your people? What would they tell someone else about how you've helped them? Do you have a long list of raving fans with whom prospects can speak? Do they refer others to you on a regular basis? If not, what can be done to make that happen?

9. **CREDIBILITY.** What are you known for in your industry? Let your public know if you are profiled in the media and why you are an industry expert. What are three reasons why they should perceive you as a credible expert?

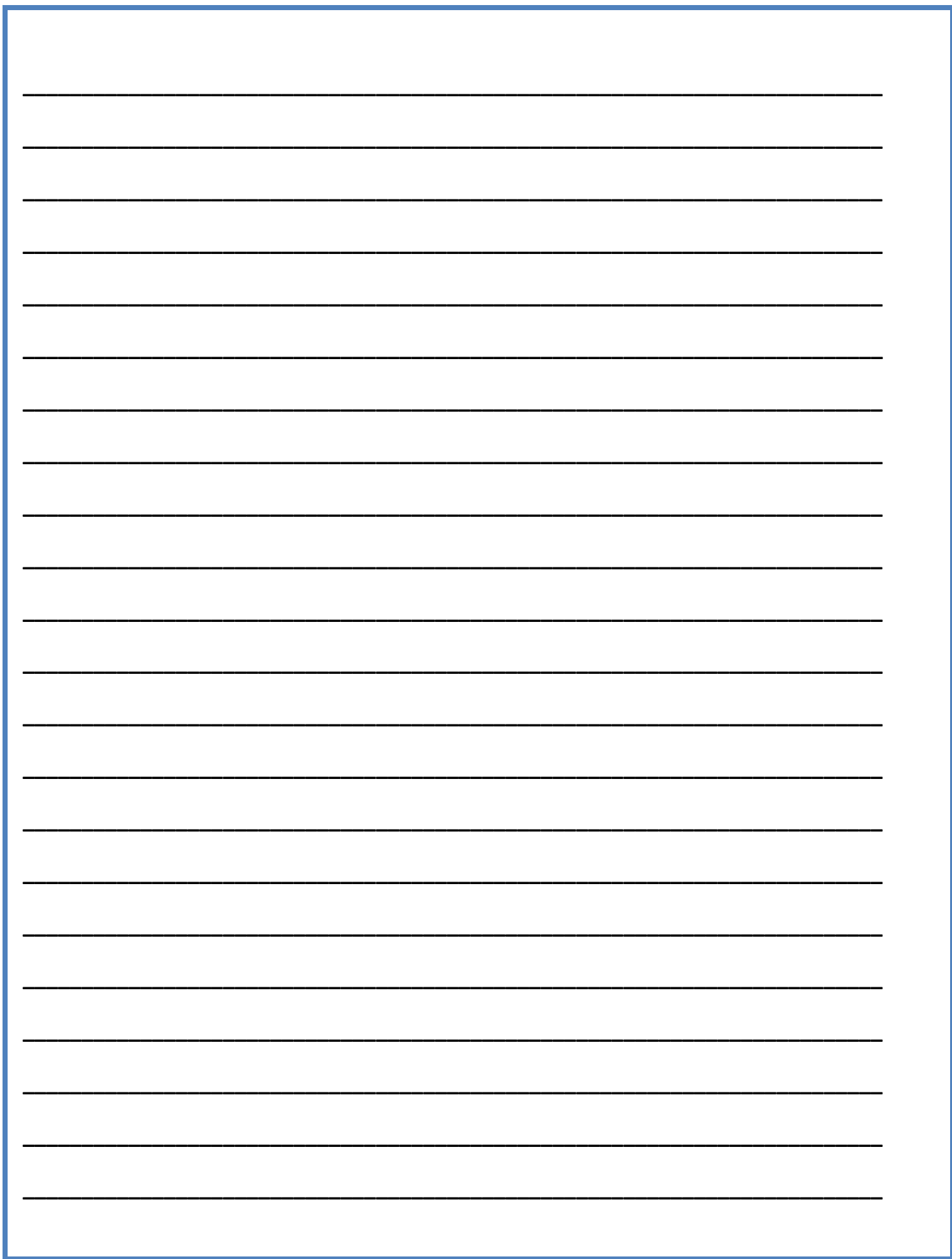
10. **VISIBILITY.** How visible are you within your industry? Do you regularly speak at public events? Are you a recognized expert? A published author (books, articles, etc.)? What shows up when prospects type your name into Google?

Time to Create. . .

Take a close look at your answers to the questions and the sample statements above, along with the ideas and inspiration in the attached UCC Companion Guide. Then think about the needs of your gold standard prospects—the things that are really important to them—and then strip away all the rest (all the "nice to haves," the additional services, the extra things you list on your website that they might need). What are you left with?

If you focused your outreach only on promoting those core areas of value to your ideal prospects, do you think your message would be stronger? What are the really important things that are valued by the people you serve?

After you have considered and made notes on all of the above, enter three to ten possibilities for your Unique Compelling Contribution statement below. These should all answer the question "Why should my public favor me with their business over all other alternatives available to them?" You may want to further refine these statements for your benefit, so please keep an open mind at this time.



Once you have come up with a few different ideas, you can run them by the people you currently serve, the people you hope to serve, staff, friends and family using a free survey service like Jotform or Crowd Signal. Just create a question (use the "matrix" option) that has all of your top UCC statements (no more than 8 to 10) and ask them to give their opinion of each. You can use a scale of 1 to 10, but I prefer just narrowing it to "Don't like it," "Like it, and "Love it," which keeps things very simple. Ideally, you should include a text field so they can make any comments.

After you compile all your answers, assign a -1 for Don't like it, 0 for Like it, and 1 for Love it. Add up the scores for each answer and you will have your market feedback. If your top answer isn't in the positive, reconsider your UCC. If two are close, use the one that most closely aligns with your vision. [Click here](#) for an example survey that was done for the title of a proposed e-book (go ahead and give your opinion if you have a minute or two, so you can see how it works).

Write the results of your survey below:

(You don't have to go with the consensus necessarily, but the input is often valuable. You should consider the opinion of your target audience over other opinions.)

Optional High-Level Action:

Interview (and audio or video record) at least 3 to 10 people in your community (preferably strangers). Tell them that what business you're in and then ask them:

- a. What do you think (name your profession) do? (or: What services do you think we offer?)**
- b. What people do you think we are able to help?**
- c. Ask them if you can read them your UCC statement and after you do, ask them if they would be interested in your services.**
 - i. If Yes, then ask "What was it that made you interested?"**
 - ii. If No, then ask "Would you mind if I asked you why you would not be interested?"**

Did their answers surprise you at all?

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