

MY NOTE TAKING NERD'S NOTES FROM EBEN PAGAN'S GURU MASTERMIND PROGRAM

Customer Pillar: Creating Your Laser-Beam Focused USP

- **A unique selling proposition is a condensed group of a few words that communicate the most desired, crystal-clear outcome the prospect wants.** It shows the prospect how you can deliver the result they want.
- We do use the USP in our marketing, but it is also to get it clear in our heads what we're doing for the customer.
- **Most gurus make the mistake of trying to sell what they think is important.** This is the wrong way to do things...it is much better to find out what customers think is important, then deliver that.
- It is important to realize your "traffic" is made up of individual humans. These people will be looking for someone who is JUST LIKE THEM, and who they can connect with. It is very important they get the feeling that you understand their pain point, what they want, and who they are as a person.
- **People only want to have relationships with those who they have commonalities with, or who they can relate to.**
- The "reticular activating system" is the system that lets us know that something important is happening, and that we can't just tune it out like the rest of the noise going on throughout our days. For example, a mother with her baby crying.
- If you can hit the pain point/benefit precisely with your USP, you can activate this system and create a strong emotional need
- **A common mistake is trying to get people to think differently.** For example, if your customer has a dog that barks too much and thinks the only way to solve the problem is dog training. If you had a device that solved this another way, you can't say "dog training is not the way to get your dog to stop barking." This causes a disconnect, and they tune you out.
- Your unique selling proposition **MUST ALREADY BE IMPORTANT TO THE PROSPECT.** You should not try to convince someone that something is important.
- USP example: Dominoes. They hit the need of the customer precisely with the USP "Fresh, hot pizza delivered in under 30 minutes guaranteed." Every single word in the USP talked directly to a strong need of the prospect.

- USP example: FedEx. “When it absolutely, positively, has to be there overnight.” By repeating the strong need of the prospect three times, it became crystal-clear what FedEx would do for them.
- USP example: Double Your Dating. Even though this is not the real benefit, this is how the prospect thinks. Rather than trying to change how the customer thinks (“Never go on a date again but still get laid!) DYD communicates that they can give the prospect the result they want in the way they think they need to get it.

EXERCISE: Example below is for a business called SEX GOD!

RESULTS YOUR PROSPECT WANTS:

- Ability to last longer in bed
- Ability to give a woman an orgasm
- Ability to give women squirting orgasms
- “Sexual Confidence” — not feeling like a loser because they are sexually incompetent
- Avoiding losing a girl because of sex
- Having women compliment them for how good they are in bed
- Avoiding a girl cutting them down for penis size, sucking in bed, etc.
- Ability to seem like they are sexually experienced when they are not
- Ability to brag to other dudes about how great they are in bed
- Avoiding the pain of other dudes laughing at them for sucking in bed
- Revenge — the feeling that they can become more sexually desirable than the jocks and cool guys who have made their lives miserable

PHRASES THAT FOCUS BIG BENEFIT

- “She LAUGHED when I dropped my pants...but then told me I was a SEX GOD when I used my secret technique to give her FOUR SCREAMING ORGASMS!”
- “Never worry about being sexually inadequate again, and have women complimenting you constantly for your sexual prowess”
- “Eliminate all your sexual insecurities forever and get sexual confidence women will rave about.”
- “Eliminate your sexual insecurities FOREVER and give women screaming orgasms they will RAVE about.

EXERCISE: Come up with 10-20 “trigger words” for your prospects

- “eliminate sexual insecurities”
- “give women orgasms”
- “last longer”
- “get sexual confidence”
- “avoid embarrassment”
- “get women raving”
- “make penis size a non-issue”
- “have more sex”

You always want to make your USP seem quick, easy, and low-risk. These are universal human desires that can enhance any USP.

EXERCISE: Incorporate fast, easy, and low-risk into your benefit-packed phrases, and create a USP.

“Learn an easy way to eliminate your sexual insecurities forever and give women screaming orgasms they will rave about, in 30 days, guaranteed.”

“A fast and easy way to eliminate your sexual insecurities FOREVER and give women screaming orgasms they will rave about, every time.” ← This is the new USP for Sex God