

Are You Irresistibly Attractive?

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**Are You Irresistibly Attractive?**

**By Kimberly Stevens**

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If you've done any reading on the subject of marketing, you've certainly heard the term "Unique Selling Proposition" or "USP."

As a reminder, your USP is what positions you in the marketplace ---- are you, or what you sell, the best, the cheapest, the fastest, the easiest, the longest lasting, the most reliable, the most prestigious? Your USP is what makes you distinct from your competitors, but it's often the thing first-time business owners don't fully understand.

Lara and I just started working together last month, and one of the first things we had to tackle was her USP. As a web site designer, she is part of a well-developed marketplace often competing with several other companies for every job.

"I really don't know why they keep picking the other guy. It's so frustrating after I've worked so hard to get in the door in the first place. The only way I feel like I can get the job is if I underbid it, but I'll never be able to keep my business running that way."

"Well, you're right," I replied. "You shouldn't have to lower your prices just to get every job. There are certainly web designers out there who are charging less than you, but there are probably an equal number of them that are charging more. So, if we assume that there are companies hiring your higher-priced competitors, then maybe price isn't what every prospect bases their decision on."

"It sure has been for me. That's always the reason they say they didn't choose me. It makes me think that I'm going to have to lower my prices in order to get any work, but like I said, I'm not charging anything out of the ordinary. My hourly rate is at the market average as far as I can tell."

There were a couple of issues that we explored during the rest of the conversation, including her pricing, her competitors, her target market, her mission, etc. But the one that really hit home was her

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USP.

Up until this point, Lara didn't realize that she was the one forcing her prospects to make their decisions based on price. She was marketing using the Competition Model instead of the Distinction Model.

In the Competition Model, your prospects see you as offering the same service as your competitors. In their mind, there is no delineation between what you and your competitors offer and how you offer it. So the only decision-making factor they are left with is price.

If they think all web designers offer the same level of web site design, can complete it in the same time frame and will be equally professional, what's left? That's right ... price.

Think about how you make buying decisions. If you are getting your clothes dry-cleaned every week

and you think that the three local dry cleaners all do a decent job, will have your suits ready in two days, and are equally friendly or disagreeable, aren't you going to go with the cheapest one?

But some dry cleaners pick up and deliver don't they? Some offer tailoring and mending services in addition to dry cleaning. Others set up shop inside large grocery stores, so you can knock out two errands in one stop.

These things make them distinct from their competitors. There are people who will pay a little more in order to have their dry cleaning picked up. There are others that will pay a little more to be able to drop it off and pick it up at the same time they are buying their week's groceries.

If you don't want to compete strictly on price, you've got to be **DISTINCT** from your competitors. That way, your prospects have something, besides price, to base their decision on. By emphasizing that distinction in your marketing efforts, you will naturally attract those prospects who value your distinction.

And when you are Irresistibly Attractive, the sales pressure is off. You just go out there, show them who you are and what you can do, and they come to you!

So how do you make you and your business **DISTINCT** and, therefore, Irresistibly Attractive? By creating your Unique Selling Proposition (USP).

What makes you different than your competitors? Are you faster? Do you deliver better quality? Are you more responsive to their needs? Are you closer in proximity? Do you specialize in a particular industry?

Take a moment to put yourself in the mind of your prospects. If you were hiring someone to perform your kind of service, what would you want?

You can practice by thinking about your own buying decisions. If I was hiring someone to clean my

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house, I would want them to: do an impeccable cleaning job show up on the scheduled day/time avoid breaking/taking things smoke outside of my house, if they smoke charge \$100 or less

If I could find someone to do these things for \$65, I would hire them. But, if I would have to sacrifice the quality of their work or their reliability in order to pay the lower price, I would go with someone else. It's important to me to have a clean house and to know that I can count on that person to show up on Thursdays before I have guests arrive on Friday.

So, here's the process: make a list of the things you would look for if you were a prospect hiring someone to do your service put that list in priority order gather all of your sales materials together (e.g. printout of web site, business cards, letterhead, brochures, email signature lines, proposal, trade show displays, newsletter, sales letter, direct mailers, cold calling script, elevator speech, etc.) set aside 1–2 hours to review all of your materials to see what message you are sending to your prospects

revise your materials as needed

When you review your materials, try to look at them with fresh eyes as a prospect would. After going through them once and making notes about the impression they set, go through them again specifically looking for the top two distinctions from your list.

Do your sales materials/tools really bring your message home? Are your top 2 distinctions clearly emphasized in your materials? Are there things you need to add, omit, or revise in order to create your distinct impression on your prospects?

Once you are communicating a very specific and consistent message about yourself and your business, you will find that you no longer have to sell. Business comes to you - and it's the kind of work you like that pays you what you deserve.

Kimberly Stevens is the author of the ebook series, \*The Profitable Business Owner: A Step-by-Step System for Starting & Running a Successful Service Business\*. Download Sample Chapters & get her free MiniCourse, \*The 10 Most Common Mistakes Business Owners Make & How To Avoid Them\* at:

## **Top Ten Ways to Set Appropriate Expectations for Dating**

**By Jane Johnson**

1) Give yourself time to get back into the groove of dating

If you haven't dated in a while it may require an investment of time and effort on your part if you are ultimately looking for a soul-mate. As we get older and learn from our experiences our requirements for an ideal mate may change and some things that were must haves may become negotiable. Getting dating experience helps with clarity around what is and is not negotiable in a mate. Detach from how long you think it ought to take to find your soul-mate.

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2) Develop a "catch and release" program which supports your quest for an ideal mate.

Remember if you're dating someone you really enjoy AND deep down know they are not "the one" - by keeping this person in your life hoping they will magically become "the one" - it keeps them and YOU from being open for the real "one". Don't be afraid to adopt a catch and release program if it's not perfect, for you. Just maybe your ideal mate is waiting for you to become available!

3) Be irresistibly YOU!

At the end of the day - when people fall in love - it's because they feel they know the "real you". Why wait until later to reveal who that person is - start being YOU in every moment. Others may just find you irresistibly attractive!

4) Say...I'm curious...

The best way to get to know someone is to be curious about life through their eyes. We can never have the same experiences because we view life through our own filters and our own conditioning. So be curious - find out what makes the other person light up! What they are passionate about!

5) Who says dating can't be fun?!

Have FUN!!! Adopt an expectation of fun. When you are having fun the best of you is coming out to play. Isn't that a great way to enjoy yourself and time with others? What a wonderful gift to share with another human being - you being your best and most fun?! Your future happiness depends on it!

6) Tell me more...

Ask questions and be a good listener. Get to know the real person you are sitting across from. Being drilled with "interview" questions is not a good relating technique! Being interviewed on a date creates a hostile environment and puts the other person on the defensive. Relax and remember have fun and enjoy hearing about life from another perspective. Listen for cues when the other person speaks for a good next question. Let the conversation flow.

7) Rescue ME!

Don't expect your date or your soul-mate to rescue you from your life. Entering into a healthy relationship means both parties come together as whole human beings and together you become even more amazing. If you are needy you may attract exactly what you don't want and repel what you do want.

8) It all makes sense!

Each of us has our own unique life purpose. Remembering that gives, having judgment or controlling others, quite a different perspective. Having others do things your way may not always help them with their own life lessons or you with yours!

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9) Neeeeext?!

Be accepting of others. This does not mean that every person is a right match for you nor does it mean inappropriate behaviors are overlooked. It means you have a choice of whether to see this person again or not. Listen to your own intuition.

10) What's the big rush...this is your life we're talking about!

Take your time getting to know this new person in your life. Resist the urge to marry your date, in your mind, on the first (second, third...?) date. Engaging your emotions before you have enough information will hinder your ability to notice relationship red flags.

This piece was originally submitted by Jane Johnson, a certified life coach who has experienced the world of internet dating. After a nearly 20 year hiatus from dating, she immersed herself in the activity. The following are tips from her observations, interviews and personal experiences. You can reach her at

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