



Grow Your Business In 5 Days

DAY 3 – TUTORIAL #6

ONE PAGE ACTION PLAN

#6: Stand Out

STEP 1: Reference the 10 UPB categories as detailed in the video tutorial and the transcript.

STEP 2: Decide which of the 10 UPB categories you are going to focus on to differentiate your business from all your competitors in your industry (in reality you only need to differentiate from competitors who exist in the geographic locations you sell into).

STEP 3: Create your UPB. Try and articulate it in one or two clear sentences – the shorter the better (Regus' UPB – 'Instant Offices Worldwide' is a good example of this).

Remember, your UPB should be focused on your target market(s). If you have more than one target market, then you may need a different UPB for each one.

STEP 4: Try your UPB out on a dozen or so customers. Get their feedback. Make any necessary adjustments.

STEP 5: Well done. Now you can roll out your UPB across the entire business, making sure that all your marketing material includes your UPB.



Differentiating your business from the competition and then communicating that message to your target market is one of the most successful ways to grow your business!



Don't fall into the trap of commodity selling! Differentiating your business helps you to maintain or increase your prices, reduces apathy and ultimately enables you to 'value sell' rather than 'commodity sell'.

