

Key Takeaways: Lesson 2 – Unique Positioning

1. You must make it absolutely clear to every prospect you're targeting what makes your business Unique and 1-of-a-kind.
2. Your Unique Positioning Statement's first sentence must highlight your most compelling point of Uniqueness.
3. Your competitors will rarely use Unique Positioning Statements. Most will use taglines which jog the memory of a prospect. This will give you a huge advantage.
4. Avoid using taglines in your marketing. Taglines work best if you only want to be known in a smaller marketplace, or you have a huge marketing budget, like a national chain.

What's Your Most Important Takeaway from this Lesson?
