

ABOUT THIS LESSON WITH JON SCHALLERT:
***“The Foundation of a Destination Business:
Your Unique Positioning Statement”***

Time: 16 minutes, 35 seconds

KEY OBJECTIVES OF THIS TRAINING:

1. Defining Unique Positioning
2. Why you need it today
3. How to create your 1st sentence (with tips!)
4. How it's different from a tagline
5. Specific examples of businesses that developed effective Unique Positioning Statements
6. The 4 groups where you'll use this statement and why it's critical to all four

Questions or problems? Contact The Schallert Group: Info@JonSchallert.com or 970-281-2923