

ABOUT THIS LESSON WITH JON SCHALLERT:
***“Your Unique Positioning Statement:
Mastering the Critical First Sentence”***

Time: 24 minutes, 54 seconds

KEY OBJECTIVES OF THIS TRAINING:

1. Taglines vs. UP Statements
2. Five key areas where you'll find your uniqueness
3. Three specific company examples of it being used
4. How UP's help get publicity