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

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