



**CREATING YOUR SIGNATURE PIECE
WHAT WILL YOU BECOME FAMOUS FOR?**



JUSTASKRIK

INTRODUCTION

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Creating your Signature Piece. Today, we're going to move beyond traditional ideas of the USP or unique selling proposition. Instead, we'll focus on building something much more powerful—a Signature Piece.



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The Signature Piece is what you'll become known for. It's not about competing or standing out for the sake of it. It's about providing a clear promise of how you'll lead your ideal customers to success

By the end of today's session, you'll have started defining your Signature Piece and mapped out a journey that makes achieving your customer's goals easier, faster, and more memorable.



THANK YOU