

CREATING YOUR SIGNATURE PIECE WHAT WILL YOU BECOME FAMOUS FOR?

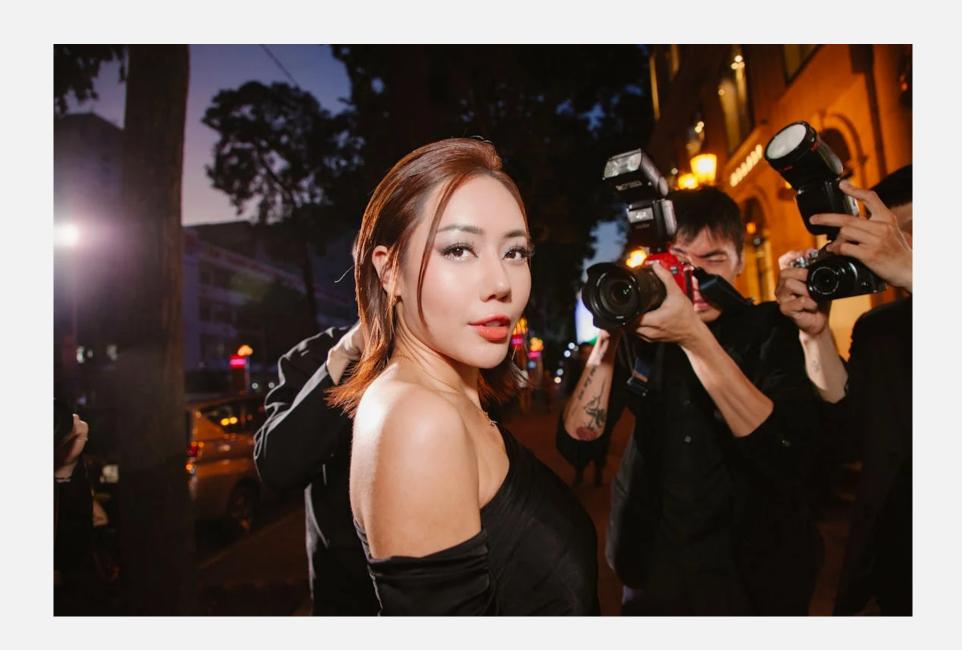


INTRODUCTION

INTRODUCTION



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.

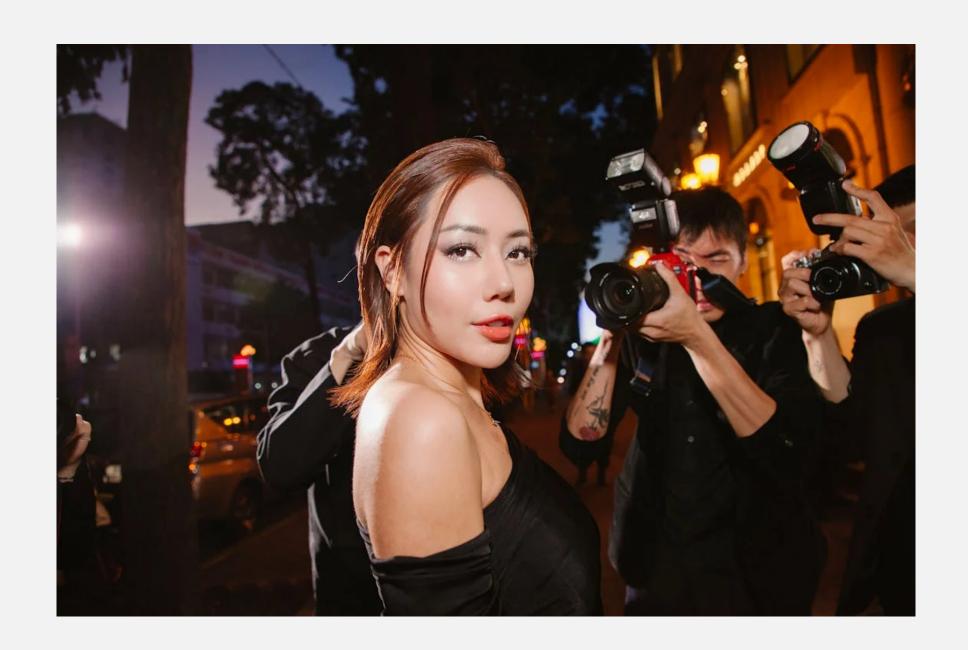


INTRODUCTION



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