

BizMap Boogie

The Business Planning System

VISION TO VICTORY: MAPPING YOUR ROUTE FROM
AMBITION TO ACCOMPLISHMENT

Designed by:



And presented through:



Chapter 3 – Create Your Marketing Map

In the previous chapter, you explored market opportunities and risks, gaining valuable insights into potential areas for growth for your business. Now, it's time to take the next crucial step in your BizMapping journey – developing your simple Marketing Map.

In this chapter, you'll directly apply your findings from previous chapters to shape your future marketing focus. Think of the Marketing Map in your BizMap as the first few dance steps, not the entire routine. It's about outlining, in straightforward terms, what you're offering, who your audience is, and how you'll make those sales – much like setting the rhythm for your dance. The detailed action plans, akin to the intricate dance moves, can be developed separately during the implementation phase, ensuring your business dance is both clear and compelling.

- **Pick Your Marketing Focus**
- **Fine-Tune Your Unique Sales Proposition (USP) and Positioning**
- **Charting a Marketing Course: Using Strategic Coordinates**

Pick Your Marketing Focus

To construct an effective Marketing Map, it's essential to pick which products, services, or opportunities you want to focus on. So far in this exercise, you've listed your current offers (or intended offers) and you've also examined the competitive landscape and your target audience to uncover opportunities.

Now, it's crucial to determine where to invest your time and resources, decide what will be a part of the offer, and map out how you'll deliver it. This decision-making is pivotal for the success of your business strategy.

Decide on Your Offer Essentials

Complete the following steps for determining the offers you'll focus on:



1. Align Opportunities

Review the opportunities you identified in the previous chapter and think about how they relate to your products or services. Also, be sure to continually review the 20 Questions you should have answered in the warmup section, prior to Chapter 1. Determine whether your target audience would be a good fit for any of these opportunities.

Imagine this scenario if you are an online educational provider: Students shared feedback mentioning that your instructor-led service was too limited, and they didn't want to wait. Recognizing an opportunity, you thought about introducing self-paced online courses. Now, the question is: Does your audience match well with these online courses?

Next, review your current products and services that you listed earlier in the course. Do any of the new opportunities align with those? Where can you make the biggest impact on your audience's problems? Which ones are most likely to sell?

With those answers, decide which of your products or services you'll focus on for your marketing and what that offer looks like if you're taking advantage of a new opportunity.

2. What's Included

This is a very important concept when developing your Marketing Map, you need to develop a Marketing Map for each product. Your subsequent task involves identifying the contents of each offer. If you're focusing on an existing product or service, then you may already have those details. If you're adjusting it to take advantage of a new opportunity, list exactly what customers get with their product or service.

3. Delivery Method

For the product, or service, you picked to focus on, how will it be delivered? Is it something that needs to be shipped and sold through a retail store, or downloaded? Is it a service that's delivered face-to-face or through a coaching portal? The delivery method has an impact on your operations and marketing as well as your expenses, so be clear about it now.

Once you've gone through those 3 steps, make your decision about your focus. It may very well be just one product or service that you listed at the very beginning of this course. However, now you have the background research and details to back up your decision.

Remember:

- Review business opportunities and align them with your current offers and audience.
- Set your details and delivery method now so you're clear when you start picking marketing tactics.

Action Steps:

1. Answer the questions in your **Action Guide: Pgs. 39-40** to pick the offer you'll focus on in your Marketing Map.
2. Add the offer details to your **BizMap Template: Pg 12**. **Note:** there's room for two, but you can focus on just one.

Fine-Tune Your Unique Selling Proposition (USP) and Positioning

Think of marketing as a dance performance – how do you showcase the strengths of your products or services to your audience? The answer lies in crafting a powerful Unique Selling Proposition (USP) and establishing clear positioning. It's like ensuring your dance routine stands out by emphasizing your unique style and taking a distinct position on the stage. This way, your audience not only sees but appreciates the special moves you bring to the business dance floor.

In this section, you'll create your Unique Selling Proposition (USP) and fine-tune your positioning, so that when you start implementing your BizMap, you'll be able to craft powerful and persuasive messaging that speaks to your target buyer.

Furthermore, once you finish this section, you'll confidently answer **YES** to this statement: *"You've not only pinpointed but compellingly expressed a Unique Selling Proposition and a Guarantee that convinces your ideal clients to choose you over competitors, even at a higher price. The entire team is energetically delivering this message to the targeted market."*

What is the Difference Between Unique Selling Proposition and Positioning?

Many people use the words 'unique selling' and 'positioning' interchangeably, but there is an important distinction between the two.

Positioning is a strategic exercise that's for 'internal use only'. It helps you to define your product's unique benefits, how you want to be seen in the market, and why your solution is better than the competition's. You'll then use your *positioning* to shape your *messaging*.

Your Unique Selling Proposition (USP) is the statement that shapes your sales and marketing messages. This encompasses the words, phrases, and language your business employs to convey its distinctions, brand attributes, and solutions to its target audience. Your USP links your audience's problem with your solution and clarifies how you stand out from your competition in sales.

The USP is a distinctive and compelling aspect or feature of a product, service, or brand that sets it apart from competitors in the eyes of the target audience. It highlights the unique benefits or attributes that make the offering stand out, providing a clear and memorable reason for customers to choose one product or brand over others in the market. The USP aims to communicate a competitive advantage, creating a strong and differentiated position that resonates with consumers and influences their purchasing decisions.

A Guarantee is a formal commitment by a manufacturer or seller to meet specified quality standards. It includes repairing, replacing, or refunding the purchase price if the product fails to meet agreed criteria within a specified period. Designed to instill consumer confidence and demonstrate reliability, it serves as consumer protection and enhances trust in the brand. When marketing your product, leaning slightly towards the "outlandish", and more non-formal, might capture consumer attention and encourage them to consider your product. More on your Guarantee below.

The USP and Guarantee questions, provided at the end of this section, are meant to assist you in finding or improving what makes your product offering stand out and creating a strong promise that eases any worries your potential customers may have about working with you. A compelling USP goes beyond a generic claim like "we provide good service at a competitive price."

It's crucial to clearly express what sets your company apart from competitors, and your guarantee should establish a commitment on your

part to conduct business in a way that assures customers their concerns won't materialize.

Finally, a noteworthy USP considers your target audience, their mindset, their priorities in purchasing, and their specific needs and desires. This questionnaire is designed to guide you through the process of crafting a USP and a Guarantee that builds confidence in your customers, ensuring a positive and risk-free experience with your business.

A Product Guarantee

As mentioned above, you need to offer a Guarantee for each of your products or services. A robust guarantee is crucial in selling a product or service, offering powerful reassurance to potential customers. In the uncertain world of consumer decisions, it acts as a safety net, easing fears associated with purchases. This guarantee signals the seller's confidence in the offering, emphasizing transparency and credibility.

Crafting a reliable guarantee builds trust by showcasing the seller's commitment to customer satisfaction. It communicates that the product or service is of high quality, with the seller standing firmly behind their promises. This reduces perceived risks for the buyer, encouraging engagement in the transaction.

Beyond immediate benefits, a guarantee fosters long-term customer relationships, expressing genuine concern for customer welfare. This commitment goes beyond the sale, cultivating loyalty and positive word-of-mouth. Ultimately, a guarantee not only enhances the product or service's value but also transforms the purchasing decision into a secure and confident choice for the customer.

How to Uncover Your USP & Guarantee

The USP describes the unique benefit or advantage that a product, service, or business provides to its target audience. This concise statement communicates why a potential customer should choose you over the competition. It answers the question: ***What makes you different?***

Regarding a Guarantee, you want to insure peace of mind for the end user. A product guarantee answers the question: ***What assurance do I have as a consumer that the product will meet my expectations, and what recourse do I have if it doesn't?***

To uncover your USP & Guarantee, you should take into consideration the following:

Your target audience

The competition

Your strengths and resources

- **Your target audience.** Refer to your previous research on your target audience's pain points – their most urgent needs and problems.
- **The competition.** Refer to your previous research on the strengths and weaknesses you identified in your competition. How is your business different? How can you provide value that sets you apart from the competition?
- **Your strengths and resources.** Now go a bit deeper into the value that distinguishes your brand from the rest. Does your business offer a particular set of skills or expertise? Is your customer service

outstanding? Do you embrace technological innovation? Do you have access to resources your competitors don't? If you did a SWOT analysis, that would come in handy here too.

Why Should Prospects Choose You?

The reasons why people choose one business over another usually fall under one or more of these categories:



- Price point
- Expertise/experience
- Quality
- Results
- Approach/methodology
- Values

Review these categories and identify which ones are most relevant to your business. Keep these in mind as you're crafting your USP.

Focus on what's truly unique about your business. Look at the key benefits or advantages that your product / services provide, not their features. So how do features and benefits differ? Features describe what a product has, and benefits explain how those features meet customers' needs or solve their problems.

Almost 100% of the clients I work with find it much easier to list features. For instance, using an example of a truck, the features are easy to list and may include it is red, it has four doors and has a long wheelbase bed. To get the benefits of each feature, simply ask the question **"SO WHAT?"**

FEATURE	QUESTION	BENEFIT
The truck is red.	SO WHAT?	Enhanced Visibility and Increased Safety. (Plus, the color appeals to me!)
The truck has four doors	SO WHAT?	Increased Accessibility and Convenience.
The truck has a long wheelbase.	SO WHAT?	Improved Stability, Larger Hauling Capacity, and a Smoother Ride.

One of the best ways to craft a USP is to ask questions of your customers or imagine how you would position your product as the one to choose versus your competitors. A great way to get customers feedback is to ask them some direct questions.

Follow this effective process to gather excellent testimonials. Reach out to your customers by phone and inquire if they'd be open to sharing a testimonial for your marketing. Once they agree, make it convenient for them by posing questions and transforming their responses into a testimonial paragraph. After completion, email your clients for their review and approval before incorporating it into your marketing materials.

Consider these questions as a guide for interacting with your customers. Feel free to use as many of them as you find suitable:

1. What made you originally consider investing in/purchasing (what you sell)?
2. What needs, frustrations, fear, or pain were you experiencing that motivated you to invest/purchase?
3. What did you need because of your investment/ purchase?
4. What did you want because of your investment/ purchase?
5. What problems, frustrations, or challenges were you expecting to face after your investment/ purchase?
6. What potential problems, frustrations, or challenges did you dread when you considered investing in/purchasing (what you sell)?
7. What did you learn about the industry as you considered investing in/ purchasing (what you sell) that most people don't understand?
8. How has (your company) delivered what you need and expected?
9. How has (your company) delighted you?

10. What kind of data can you share to demonstrate that you made a good decision?
11. What assurance can you give other potential buyers who are considering investing in/purchasing (what you sell)?

Sample USP Statements

Your USP needs to be brief but must be specific enough to illustrate real differentiation. Let's consider some examples:

- "We empower our clients with the tools and strategies they need to change their relationship with money, backed by more than a decade of experience in coaching and finance."
- "Our track record is proven: we deliver high-quality work on time and within budget, ensuring you get the most from your investment."
- "We offer competitive pricing with an emphasis on delivering value to our clients, meaning you receive top-notch products without breaking the bank."
- "With a unique blend of executive experience and certified coaching techniques, we provide leadership coaching that drives organizational success and builds high-performing teams."
- "We deliver on-demand IT support services with a guaranteed 1-hour response time, ensuring your business is always up and running."

Craft Your USP & Guarantee

Whether you choose to contact customers or are a start-up with a limited number of customers, you can further develop your USP and Guarantee using a well thought out questionnaire. The questions below will assist you in uncovering or building your competitive edge or Unique Selling Proposition, along with a robust guarantee that alleviates the concerns of potential customers about doing business with you.

With this information, you'll be ready to write your own USP statement.

Now, it's your chance to create your Unique Selling Proposition (USP) and Guarantee. You've tackled the USP and Guarantee Questionnaire and even shared some insights in the Introduction's Warm-Up Questions.

So, take a shot at it! If you need assistance, feel free to email me. I'm here to help spark your ideas.

Craft these statements in a compelling and impactful manner, aiming to attract potential customers and encourage them to make a PURCHASE!

1. In what situations or scenarios do your prospects initially think about purchasing your product or service?
2. What needs, frustrations, fears, or pains drive your prospects to make a purchase?
3. According to your prospects, what results do they feel they need and expect after making a purchase?
4. If your prospects could reasonably expect something, what would they be delighted to receive from their purchase?

Action Steps:

1. Create your Unique Selling Proposition (USP) by answering the questions in your **Action Guide: Pgs. 41-44.**
2. Answer the questions about your focus offer to help guide you in crafting your positioning statement. **Action Guide: Pgs. 45-46.**
3. Complete the basic positioning statement template in your action guide. Refer to the example provided in the chapter.
4. Add your Unique Selling Proposition and Positioning Statement to your **BizMap Template: Pg. 12.**