



Crafting the Magic

Your Industry Positioning



IN THE CHAT...

**YOUR WIN or
LESSON FOR THE
PAST WEEK?**



VISITORS

Let's Welcome them and share
what you love about Success By
Design!



NEWEST MEMBERS



JAN Odesanya

I help families design Beautiful, Budget-Friendly & Functional Homes

Ottawa, Canada



LIZ Reitzig

Increasing local food ecosystems for farmers & families through advocacy, activism, consultancy & education.

Maryland, USA



Dr. SHARALYN Payne

I guide leaders through self battles to live a life of inner & outer success.

Texas, USA

March Birthdays!



19 Just Me, I guess!



MARCH Power Word

ALWAYS

In the chat,
Use **ALWAYS** in a powerful
statement for you today.

MARCH

QUEST

MORNING:

Take 2-5 minutes to journal.

You can start with a free flow of thought or use it as a space to revisit your goals for the day and why they're important to you.

When in doubt, start with "Right now I notice..."

JOURNALING





**Right Now
I Notice...**



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Key Component of A Successful Business...



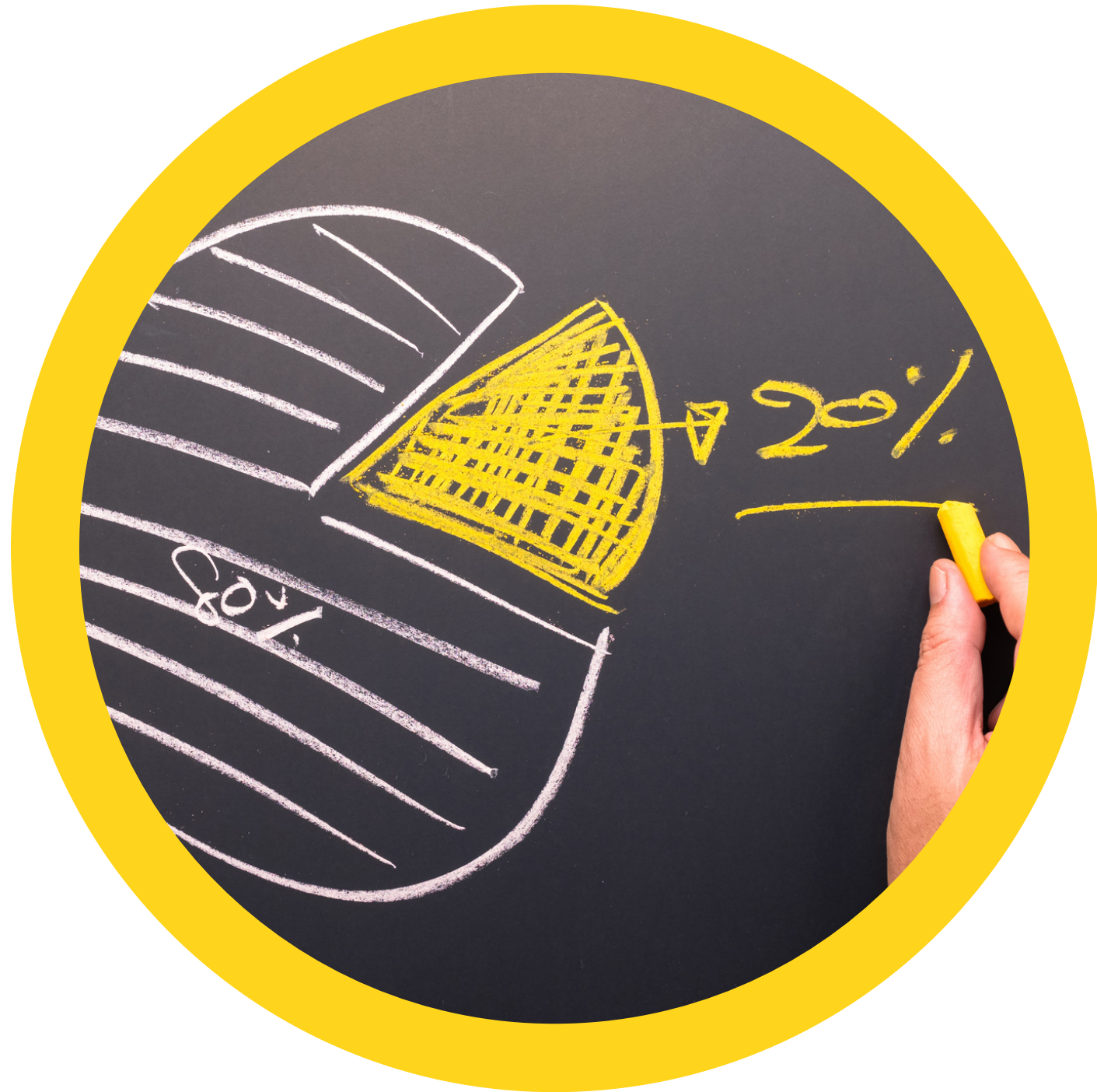
U.S.P.

**Unique Selling Position
Unique Selling Proposition**

aka: Positioning

aka: Niche

aka: Secret Sauce



**Do I Have
to Niche?**

It's much more about YOU than them.

Your Unique Approach
Your Unique Method
Your Unique Process
Your Unique Delivery
Your Unique Beliefs
Your Unique View
Your Unique Style





**The Niche is the
thing that makes
your business
unique**

**It's the
DNA of
your
Business**



**I'm going
over
there...
And you
are
welcome
to come!**



The Niche is carving out your place in the World.



WHICH ONE IS UNIQUE?



THE GOAL IN BUSINESS

01

Profitable Niche

02

Dedicated Fanbase

03

Buys Frequently (for the good of themselves)

04

Spend liberally (for the good of themselves)

INTROS (under 30 seconds)

My name is [NAME]

I am the founder/creator of [NAME OF BUSINESS]

People come to me to fix the issue of [PROBLEM]

WHAT MENTAL REAL ESTATE
DO YOU WANT TO OWN?

**When they
think of you
X...**

**They think of
you!**

**WHAT MENTAL REAL ESTATE
DO YOU WANT TO OWN?**

**When they
think of you
X...**

**They think of
you!**

WHAT DO YOU VALUE?

A pair of hands is shown from the bottom, holding a bright red heart. The background is a light blue wooden surface. A white horizontal line with a circular end on the right side is positioned across the middle of the image, pointing towards a large yellow circle on the right. Inside this yellow circle, a list of values is written in bold black text.

Honesty
Freedom
Simplicity
High Energy
Momentum
Speed
Luxury
Discipline

**WHAT DO YOU BELIEVE?
WHAT DO YOU WISH THEY
KNEW?**

I believe...

**I wish they
knew...**



WHAT IS YOUR UNIQUE APPROACH?

This is usually rooted in your perspective, belief, methodology.

WHAT FIRES YOU UP?

**I'm so excited
when...**

**I'm so livid
when...**

**WHAT DO YOU DISAGREE
WITH?**

**Everyone
thinks this, but
the truth is...**

WHAT IS NON-NEGOTIABLE?

You have to DO this...

**You have to KNOW
this...**

**You have to BELIEVE
this...**



**Look at
Your List...**

**Who else
can say
the same
thing?**

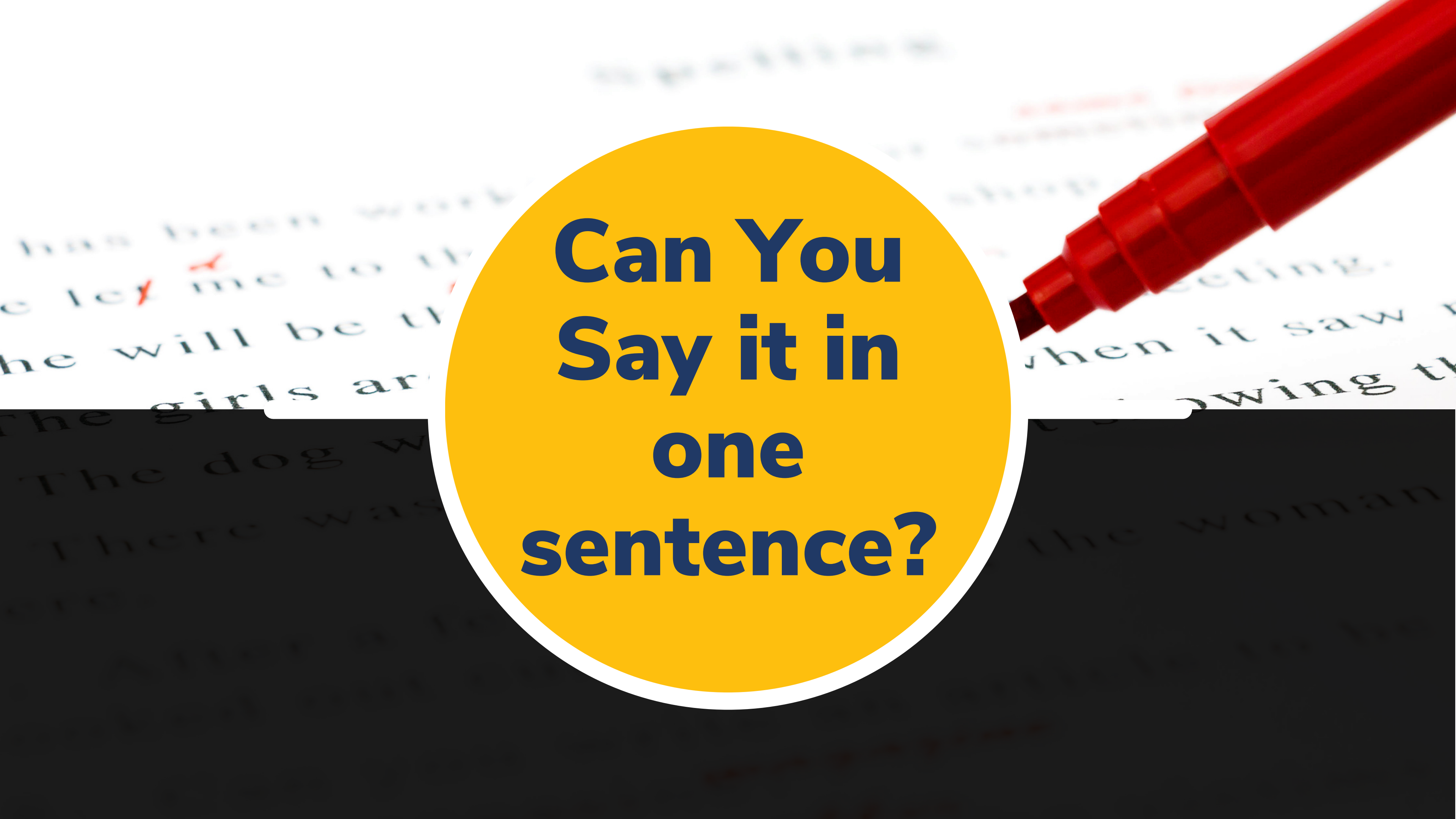




**Learn a
Language
Through
Stories**

**What is
your
SECRET
SAUCE?**



A red highlighter pen is positioned diagonally in the upper right corner of the image. The background is a blurred document with various lines of text. A large yellow circle with a white border is centered in the image, containing the text 'Can You Say it in one sentence?' in a bold, dark blue font.

**Can You
Say it in
one
sentence?**



Today's Insight





YOU-Real Person

Avatar-Not Real

