

UNIQUE MECHANISM WORKSHOP

Have The Recognized Best Solution In Your Market!



COACHING
PLUS+

HOUSEKEEPING

DOWNLOAD THE WORKBOOK:

<http://bit.ly/UM-Workbook>

GET EXCITED!

What Is A Unique Mechanism?

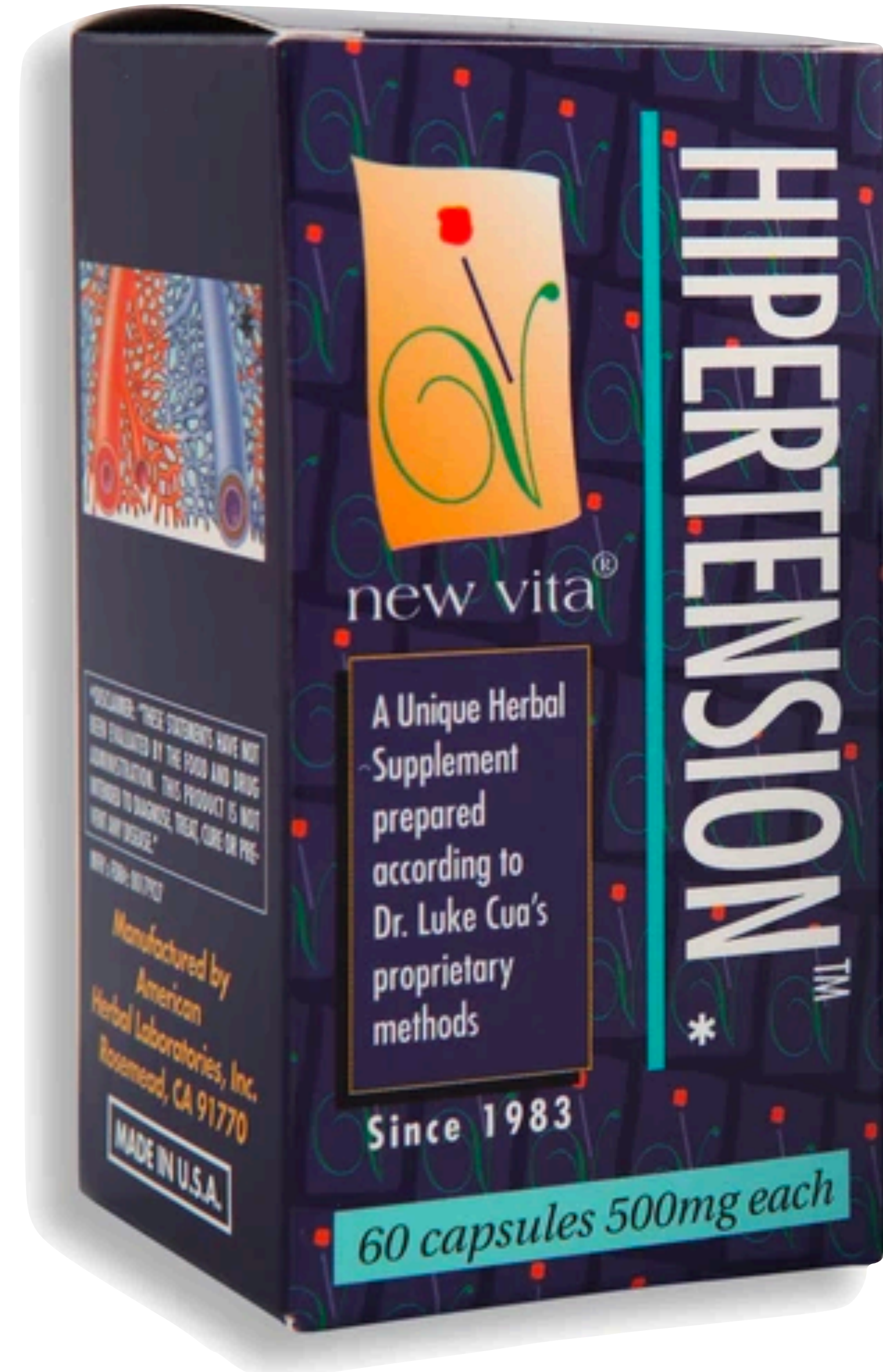
A (Ordinary, Commoditized) Mechanism:

How a product or service produces a result or outcome. The way in which a product or service works to bring about the core benefit. Available elsewhere within other products or services.



A Unique Mechanism:

The system, process, framework, method behind your product or service which produces the result for the prospect. It's how and why your product or service is able to fulfill the promise being made. It's unique, proprietary, and only offered by you.



Unique Mechanism	Ordinary Mechanism
Proprietary, only available through you	Common, available elsewhere
Prevents the Google Slap Trigger	Stimulates the Google Slap Trigger
Only leads back to you	Leads to other sources
Creates demand for your offer	Creates demand for the product type

A Unique Mechanism...

- The “formula” in your vitamin supplement...
- The “algorithm” behind your software...
- The “family recipe” for your delicious cakes...
- The “trading strategy” behind your investing system...
- The “bodywork method” which alleviates back pain...
- The “framework” which makes your therapy work...
- The “ingredient mixture” in your gas which makes it clean...

A Unique Selling Proposition (USP):

A unique benefit offered only by your product or service, and not available through any other competitors product or service.

Unique Mechanism	Unique Selling Proposition
HOW the product or service works to deliver the result	A UNIQUE BENEFIT the product or service delivers
Easily identified	Rare

The Enormous Marketing Value Of A Unique Mechanism

Why A Unique Mechanism?

- Differentiation is **CRITICAL!**
- Differentiation solely through experience, history, credentials, track record, etc., is no longer effective
- Differentiation with a unique benefit (i.e. USP) is rare today
- UM gives you the ability to differentiate with something “new”

Why A Unique Mechanism?

- UM gives you the ability to differentiate while promising same outcome as competitors
- UM answers the question “Why this?”
- UM gives your prospects hope
- UM enables you to market effectively to more sophisticated markets
- UM enables you to use Education-Based Marketing (EBM)

Promise Exposure Spectrum

Promise

**Promise
Expanded**

**Promise
+
Unique
Mechanism**

**Promise
+
Expanded
Mechanism**

Prospect

Types Of Unique Mechanisms

Types Of Unique Mechanisms

- **Existing Mechanism**
- **Unspoken Mechanism**
- **Transubstantiated Mechanism**
- **Metaphorical Mechanism**

Existing Mechanism

- **E5 Method**
- **ASK Method**
- **BELT Method**
- **Product Launch Formula**

Unspoken Mechanism

Schlitz
In Filtered Air.



The picture shows a room in which Schlitz Beer is cooled—a plate glass room to which air can only come through filters.

The beer is cooled by dripping over frigid pipes in air as pure as human means can make it.

And that's but one extreme.

Before the beer comes to this room it is brewed in air tight cauldrons. After it leaves here it is filtered, then sterilized. Absolute cleanliness all through.

Not another article of your food or drink is the subject of such caution. But beer is saccharine. Any impurity would multiply in it and make the beer unhealthful.


It is by such extremes as we show you that we maintain the reputation of Schlitz Beer for absolute purity.

"Green" beer—half-aged beer—is the beer that causes biliousness.

Your physician will tell you that Schlitz, the beer that made Milwaukee famous, will not make you bilious.

DICTIONARY FREE. We will send you a 300-page up-to-date Webster Pocket Dictionary upon receipt of two-cent stamp, to pay postage. Address, SCHLITZ, Milwaukee, Wis.

Schlitz THE FAMILY BEER



Visitor: "Does your whole family drink beer?"

Host: "Just Schlitz beer—no other. Our physician says that Schlitz beer is good for them."

Visitor: "Why Schlitz beer and no other?"

Host: "Because Schlitz beer is pure. There are no germs in it. Schlitz beer is brewed in absolute cleanliness, and cooled in filtered air. The makers go down 1400 feet for the water they use in it. They filter the beer, then sterilize every bottle—by Pasteur's process—after it is sealed."

Visitor: "But beer makes me bilious."

Host: "Schlitz beer will not, that's another advantage. Biliousness is caused by 'green' beer—beer hurried into the market before it is sufficiently aged. Schlitz beer is aged for months in refrigerating rooms before it is bottled."

Visitor: "And what do you pay for it?"

Host: "Just what you pay for other beer. I secure the most careful brewing in the world for what you pay without it. I get a beer that costs twice as much as common beer in the brewing, by simply demanding Schlitz."

Visitor: "I'll do that next time."

Host: "Yes, and ever afterward. People are learning these facts, and Schlitz sales now exceed a million barrels annually. Ask for the brewery bottling."

Ask Your Doctor

About Schlitz beer. He knows the importance of purity.

Tell him that Schlitz beer is aged for months before it is marketed—aged in glass enameled steel tanks. He will say that it cannot cause biliousness.

Tell him that every bottle is Pasteurized after it is sealed. He will say that such beer must be germless.

Ask your doctor what these virtues mean to you.

Schlitz

Ask for the Brewery Bottling. See that the cork or crown is branded Schlitz.

The Beer That Made Milwaukee Famous.

Transubstantiated Mechanism

- Tripwire Offer
- Reverse Add-On Offer
- Invisible Funnel
- Profit First™
- Secret “\$50 Marijuana Stock Blueprint”
- Gene Hacking Technology
- “292-C” Shares

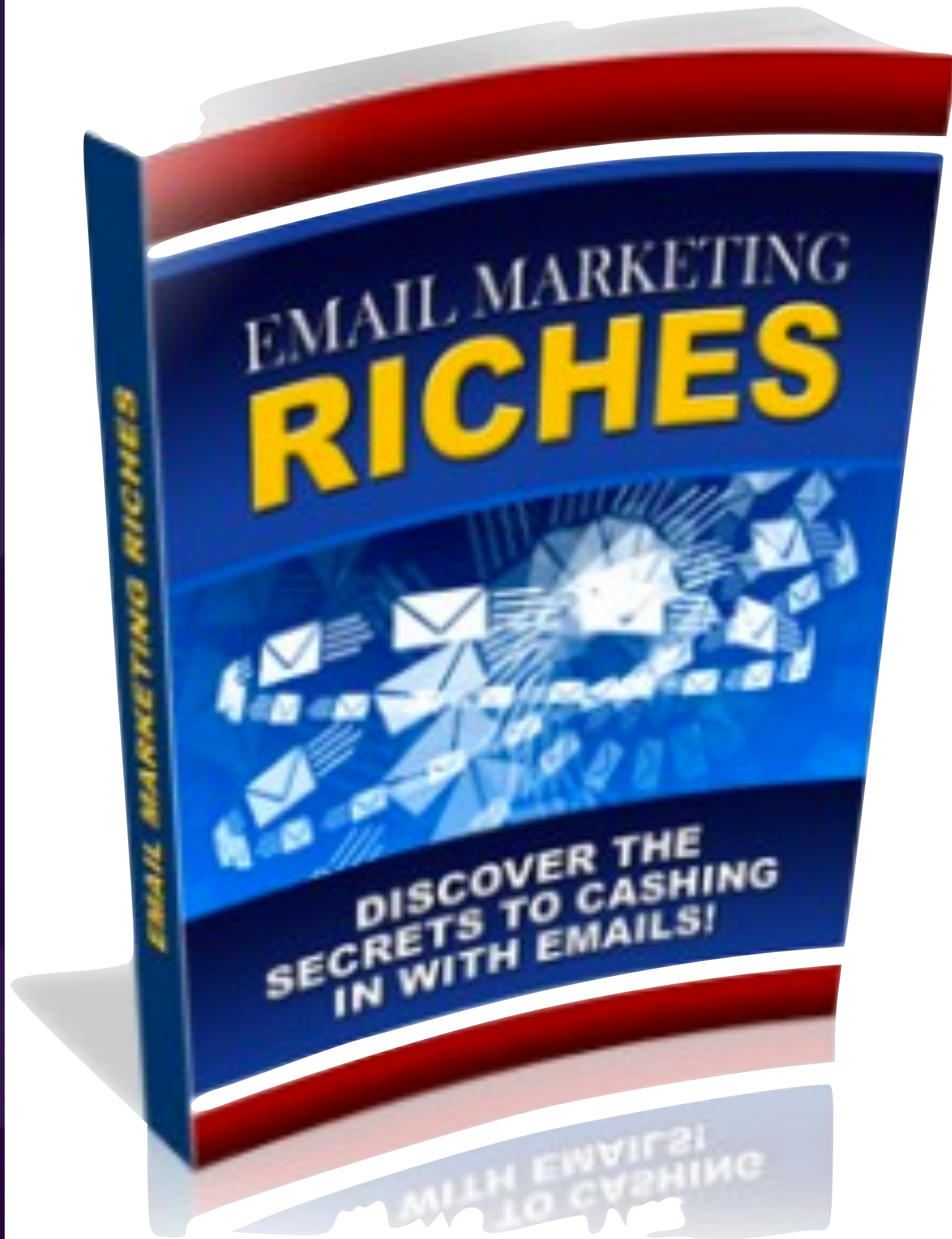
Metaphorical Mechanism

The “Secret Currency”

**How the World's Wealthiest Families
Make Money Even When Stocks,
Bonds and Real Estate Lose Value**

There is a “secret currency” that exists that lies beyond the reach of any government

Examples Of Unique Mechanisms



**OVER
\$5,000,000
in sales!**



**OVER
\$3,500,000
in sales!**

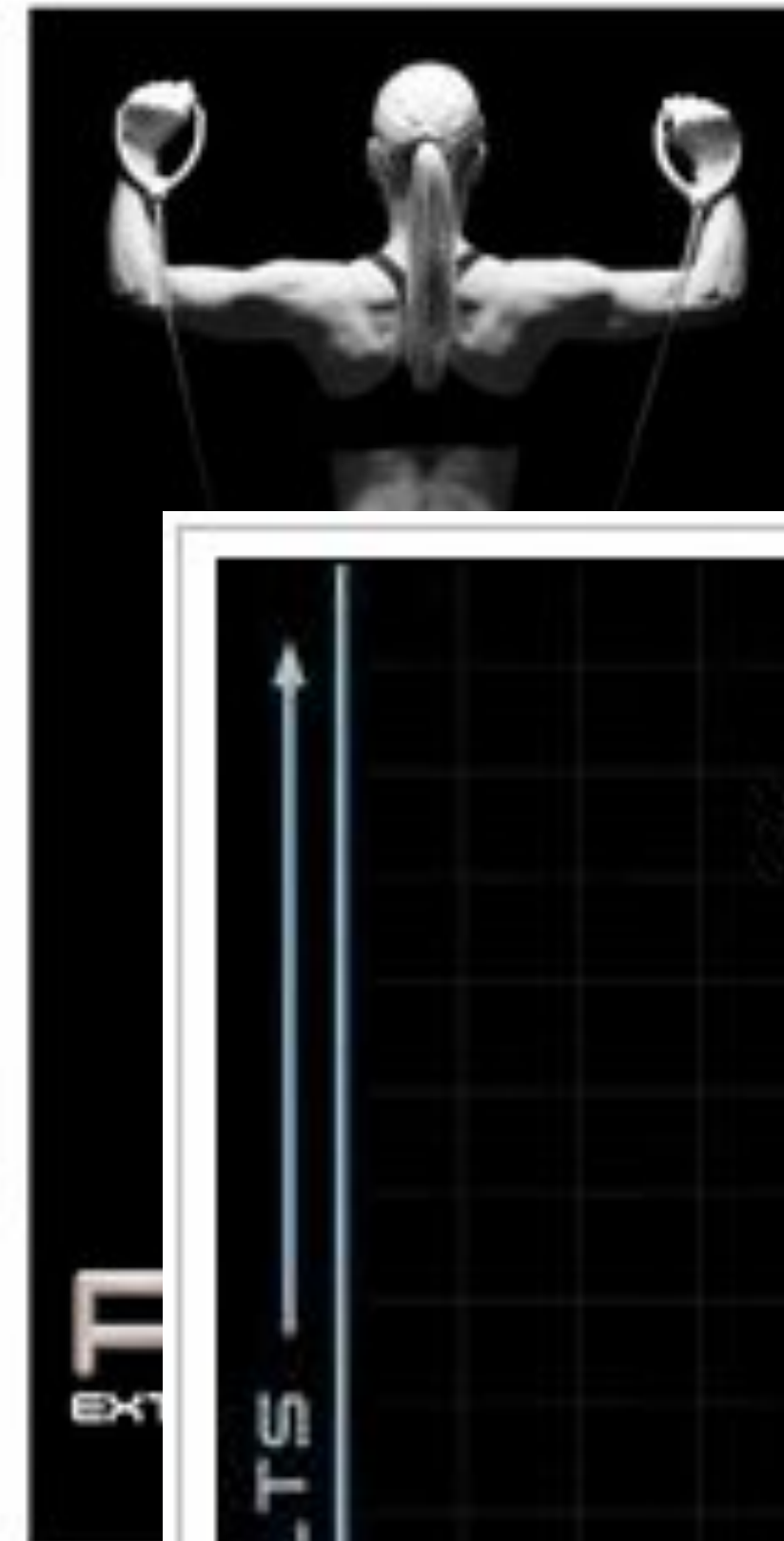
**EXPERIENCE
PRODUCT**

MasterclassTM

Experience
PRODUCTS

VS

Information
PRODUCTS



Why Invisalign®?

- **Up to 50% faster treatments times**

With weekly aligner changes, you're on your way to the smile you want even faster.

- **Proven results**

SmartTrack® material and SmartForce® features are clinically proven to achieve 75% more predictable tooth movement.

- **Better fit, better comfort**

Aligners made from SmartTrack material are more comfortable, better fitting, and easier to put on and take off.

- **Effective for a wide variety of cases**

Proprietary SmartForce features and SmartTrack material make Invisalign treatment effective for complex cases. With innovations like these, your doctor can move your teeth more precisely.

- **Unique feature for teens**

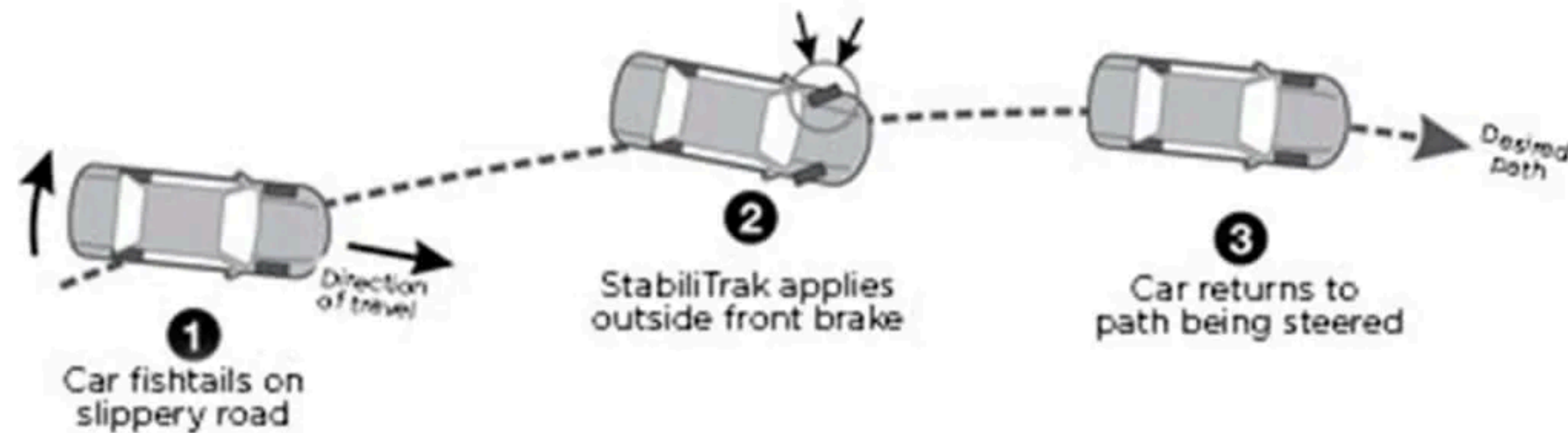
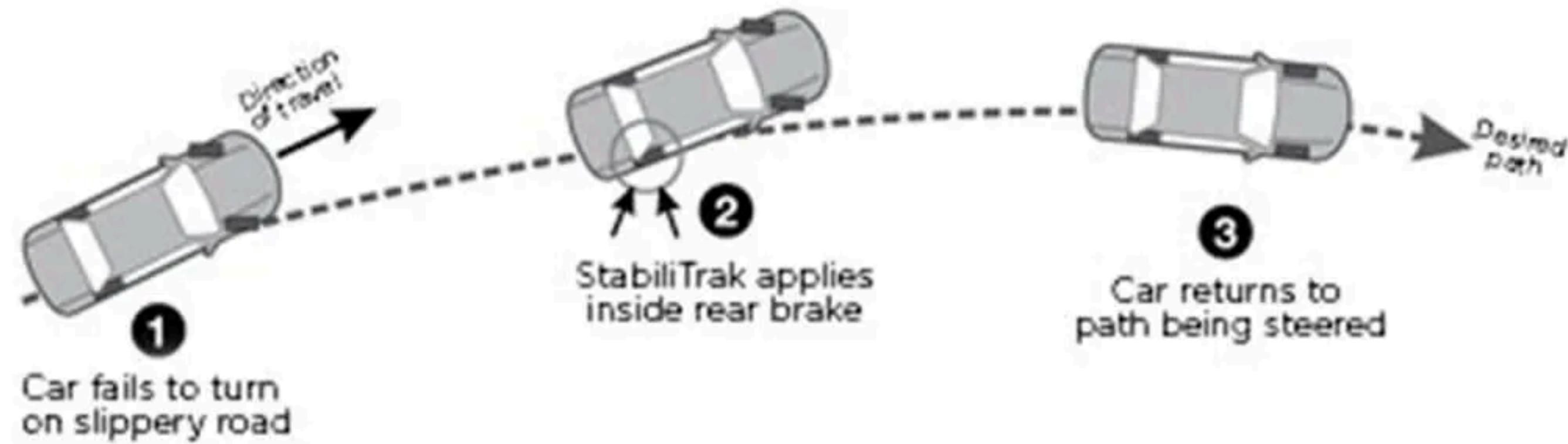
Invisalign clear aligners for teens contain compliance indicators that fade from blue to clear to help gauge wear time.



Lossless Tracking

Introducing the ultimate in tracking accuracy. Say goodbye to lost conversions. Even when your prospect switches devices or clears their cookies, you will still track their whole conversion story.

GENERAL MOTORS FLEET



www.getwsoda.com

TRY NOW!
\$9.95



LIVING HINGE®
TECHNOLOGY



SMART TARGET® TECHNOLOGY

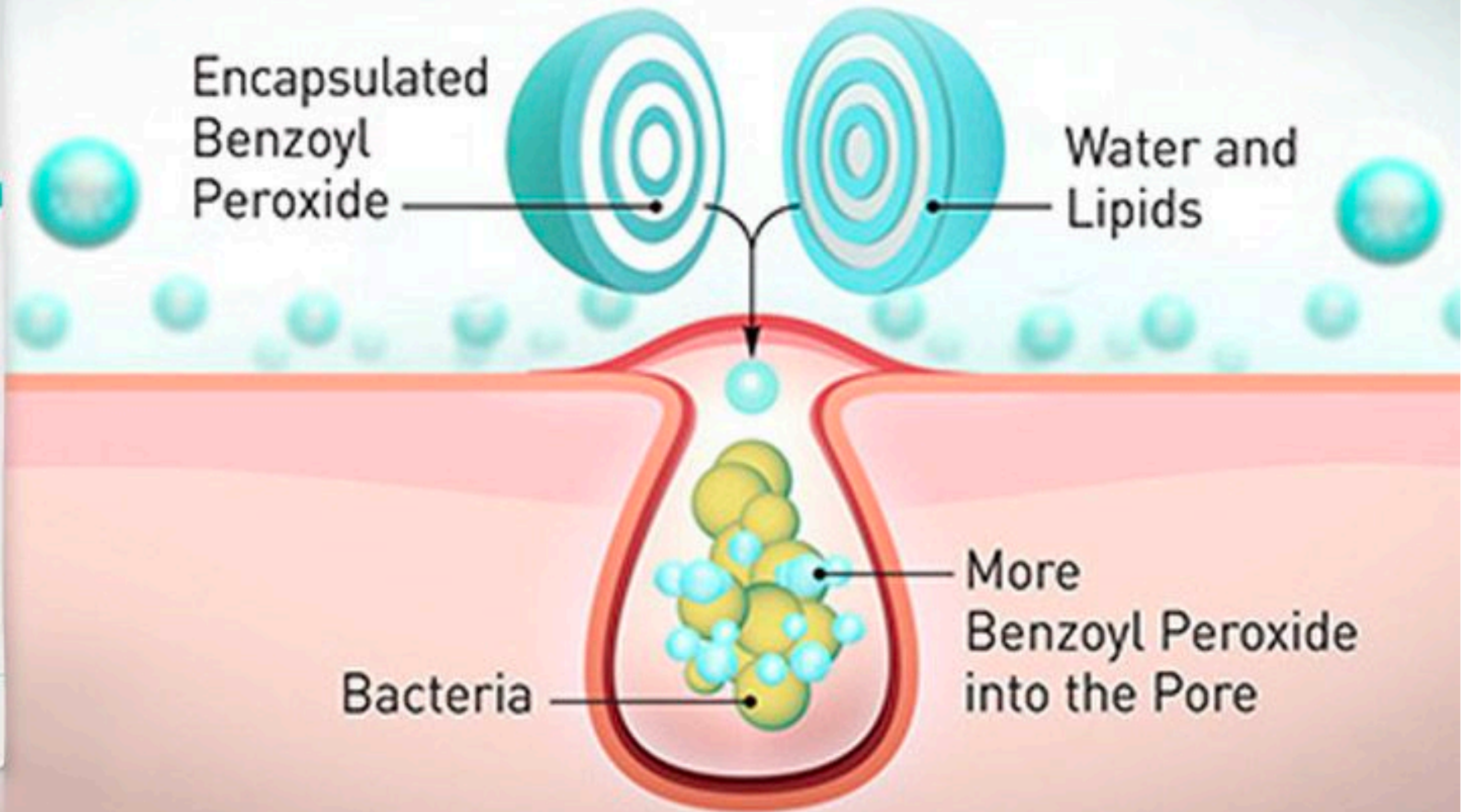


Encapsulated
Benzoyl
Peroxide

Water and
Lipids

Bacteria

More
Benzoyl Peroxide
into the Pore





The advertisement features a blue bottle of Glucerna Shake on the left. The bottle label includes the Abbott logo, the product name "Glucerna Shake", and nutritional information: "1 CARB CHOICE", "10g PROTEIN", and "180 CALORIES". It also features a "CARBSTEADY" logo with the text "Helps manage blood sugar*", "Homemade Vanilla", "Natural and Artificial Flavor", and "8 FL OZ (237 mL)". A glass of the shake is shown next to the bottle. To the right of the bottle is a large blue oval containing the "CARBSTEADY" logo and the text "Helps manage blood sugar*". Below this, a graph compares "GLUCOSE" (represented by a red line with a high peak) and "Glucerna" (represented by a blue line with a low, steady curve). The graph is labeled "VS" between the two lines. A small label on the bottle says "1 PER day REPLACE 1 MEAL OR SNACK".

Abbott

Glucerna
Shake

1 CARB CHOICE
10g PROTEIN
180 CALORIES

CARBSTEADY
Helps manage blood sugar*

Homemade Vanilla
Natural and Artificial Flavor

8 FL OZ (237 mL)

1 PER day
REPLACE 1 MEAL OR SNACK

CARBSTEADY
Helps manage blood sugar*

CARBSTEADY[®]

Helps manage blood sugar*

VS

GLUCOSE

Glucerna

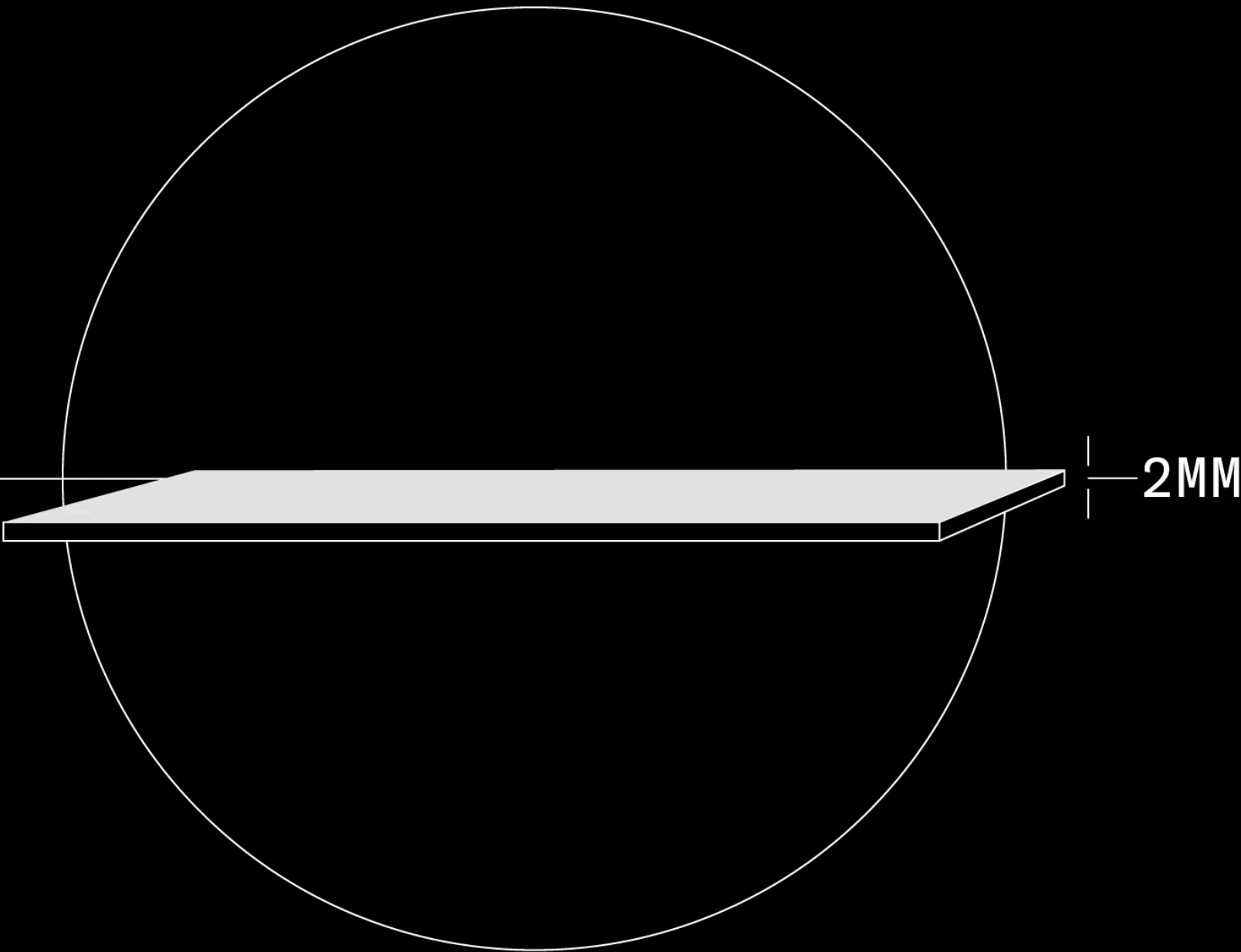
HOW SOLARCORE® WORKS

Insulation is all about air, trapped air, to be specific. Air is a poor thermal conductor. The more trapped air inside a garment, the warmer it is. That's why down and synthetic down coats are so, well, puffy. The air pockets between individual down feathers create air pockets that keep in heat and keep out cold. SOLARCORE® works—and feels—different to a traditional jacket because of Aerogel - the NASA technology that powers all of our gear. **Aerogel is 99.8% air.** Because Aerogel is almost completely composed of trapped air, SOLARCORE® can trap more air than a thick puffy coat **with only 2mm of insulation.**

GOOSE



SOLARCORE®



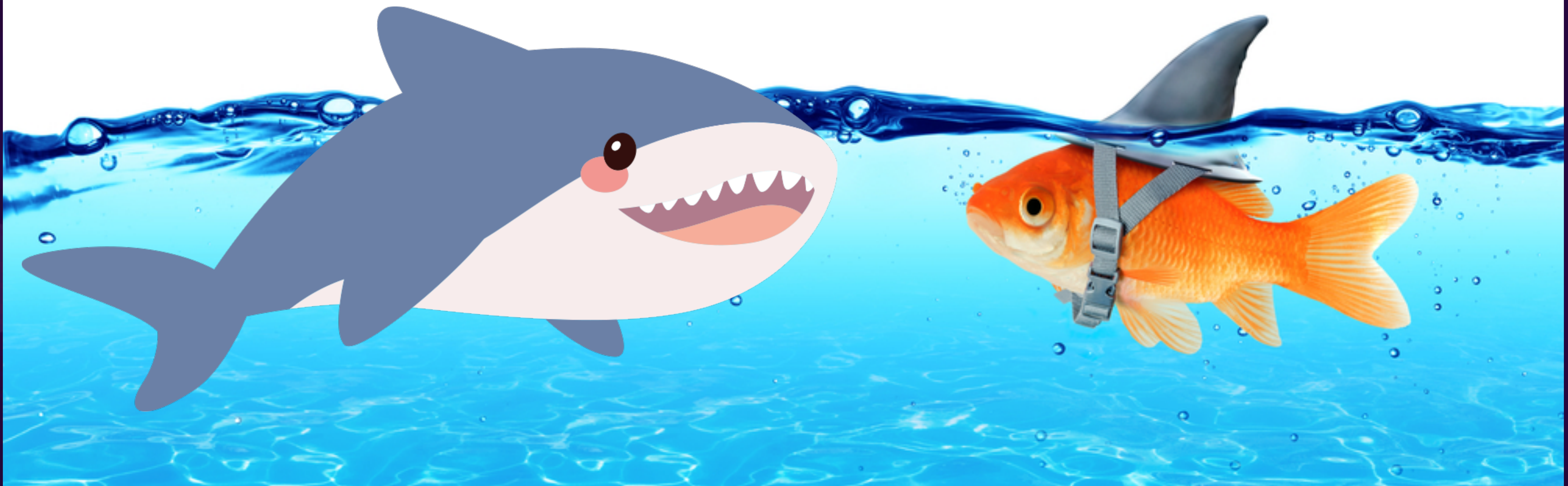
Naming Your Unique Mechanism

2 Aspects To Your Unique Mechanism

- **Clarity on how and why it works...**
- The name

***Understanding how it works is
FAR MORE IMPORTANT***

Avoiding The Faux Mechanism



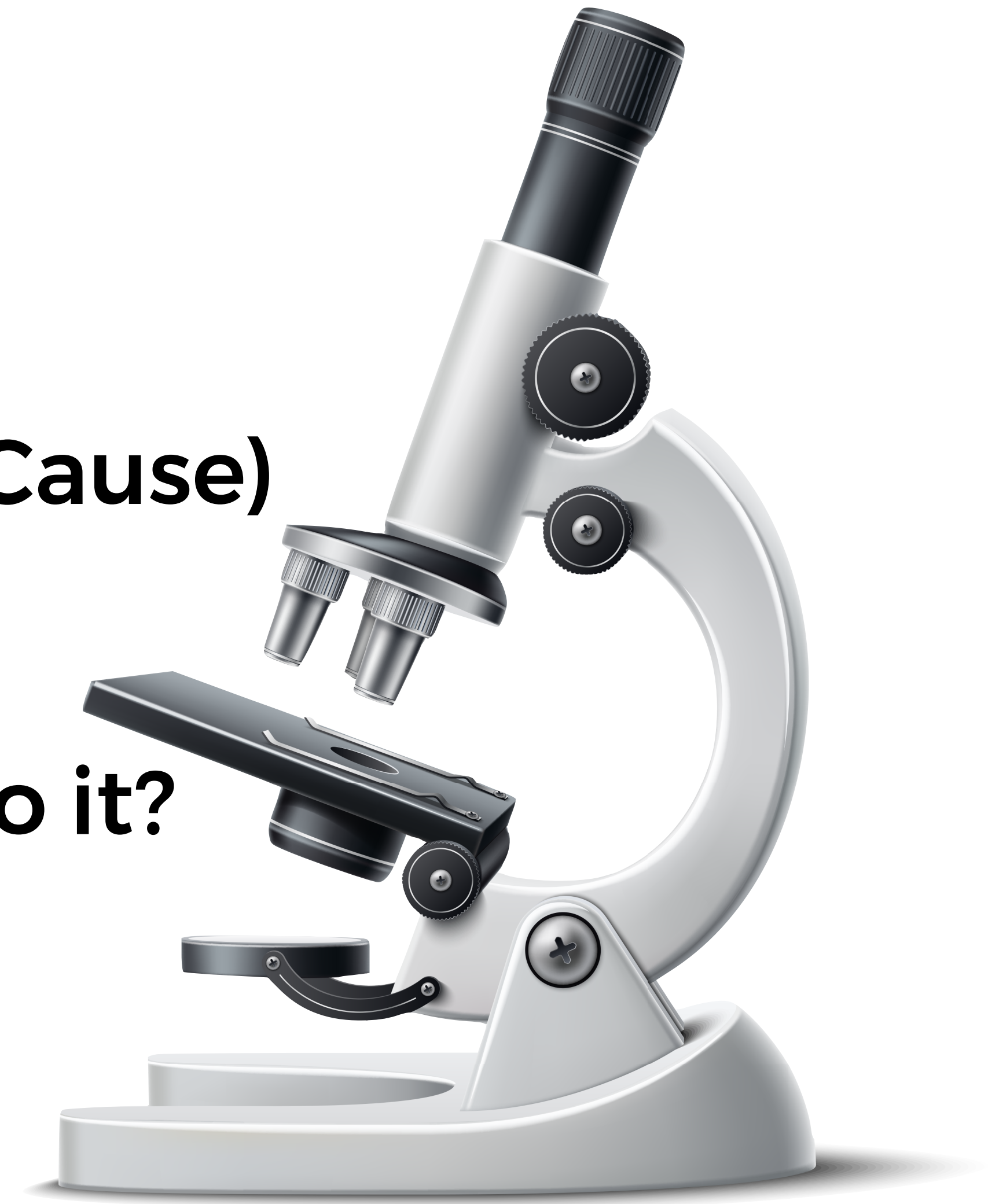
Before You Interrogate Your Mechanism...

You Should Know Your Competitors

- **What is the mechanism behind their offer?**
- **How does their mechanism/method work?**
- **What is positive/negative about their approach?**
- **Does theirs solve a symptom or the root cause?**

Interrogating Your Unique Mechanism

- What is my approach?
- How does my approach work?
- Why does it work? (Symptom/Root Cause)
- Why do I do it the way I do it?
- Why do I do it in the order which I do it?
- What have I added or subtracted?
- What have I combined?



Interrogating Your Unique Mechanism

- Why is my way easier?
- Why does my way work faster?
- Why does my way produce greater results?
- Why does my way produce more consistent results?
- Why does my way cause less problems?
- Why is my way better?

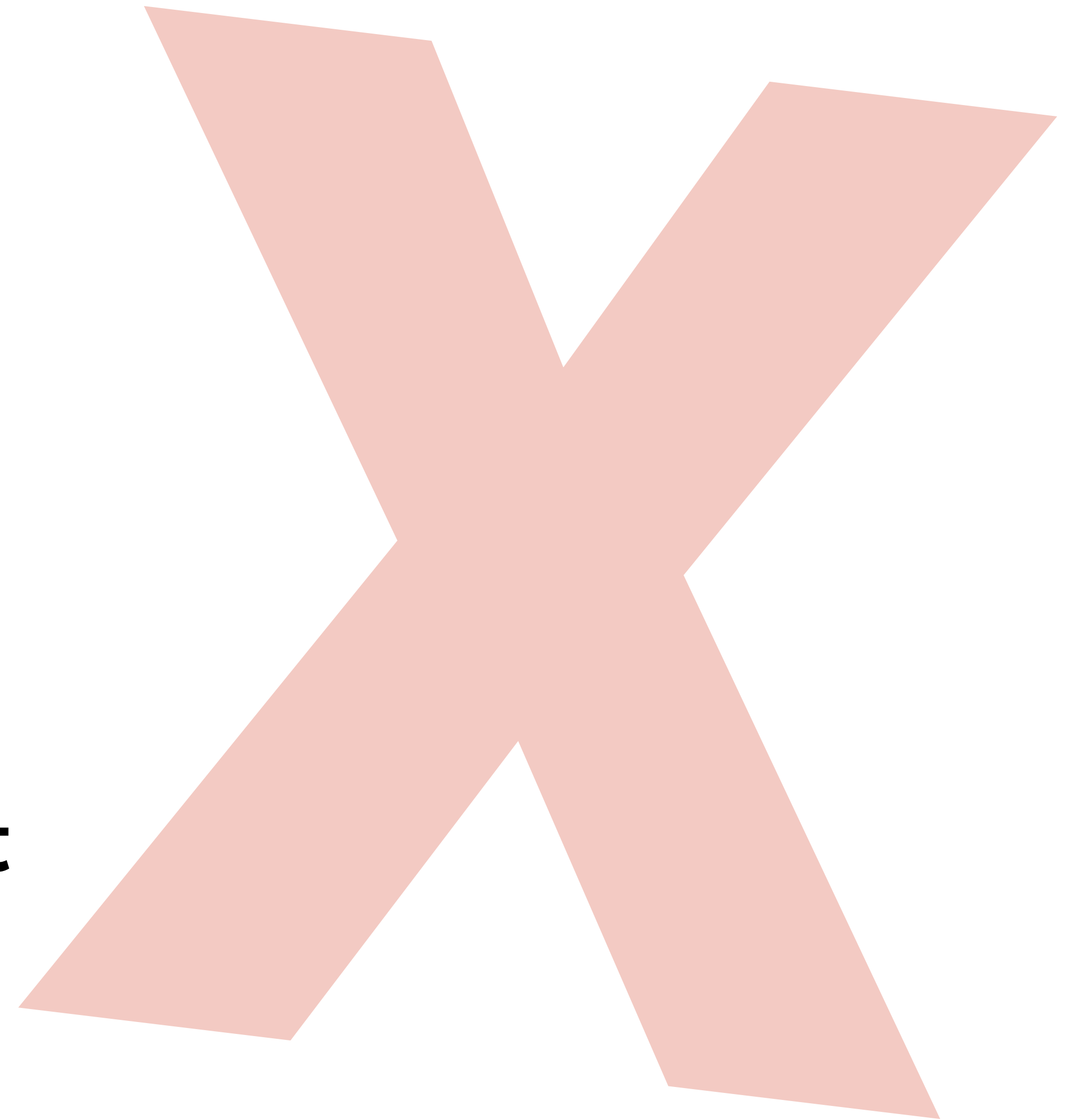


Naming Your Unique Mechanism:

You want to avoid names which sound promotional or are benefit-driven. Instead, you want a name which sounds credible, scientific, formal... like something which you'd see appear on a news program, at a conference, in another expert's presentation.

What You DON'T Want...

- Income Explosion System
- Big Tomato Growth System
- Back Pain Relief Protocol
- Help, Heal, Happy Method
- Muscle Growth Activator
- Superior Stock Profits Blueprint



What You DO Want...

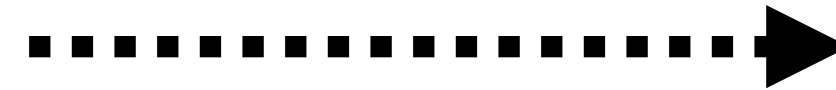
- Cashflow Compounding
- Soil Regeneration
- Lumbar Reactivation
- Type-2 Fiber Propensity
- Equity Reallocation
- Overbought-Oversold Overlap



UM Words & Phrases You Can Use

- System
- Framework
- Method
- Process
- Protocol
- Structure
- Technique
- Formula
- Pattern
- Signal
- Routine
- Technology
- Algorithm
- Device
- Strategy
- Trigger

The Name Should Come From What You Uncover During Your Interrogation



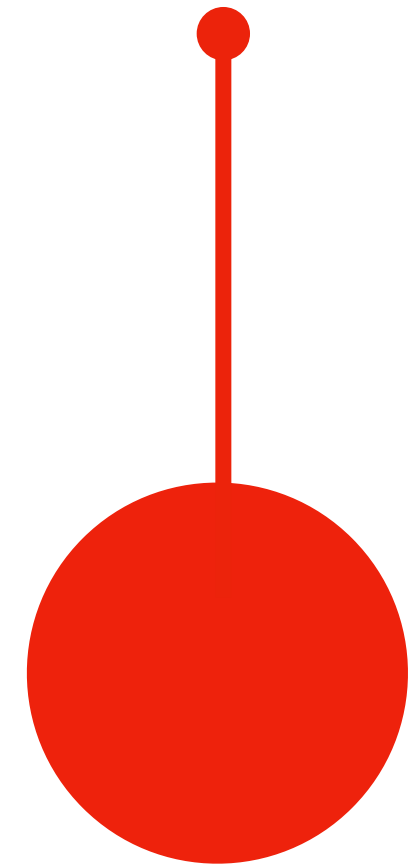
Marketing With Your Unique Mechanism

INTRODUCING & PROVING YOU HAVE A UM WHICH IS THE **SUPERIOR OPTION**



5 Core Campaign Chunks

Big Marketing Idea



Campaign Lead



Campaign Argument



Campaign Thesis



S.I.N. Offer



UNIQUE MECHANISM

PRODUCT/OFFER

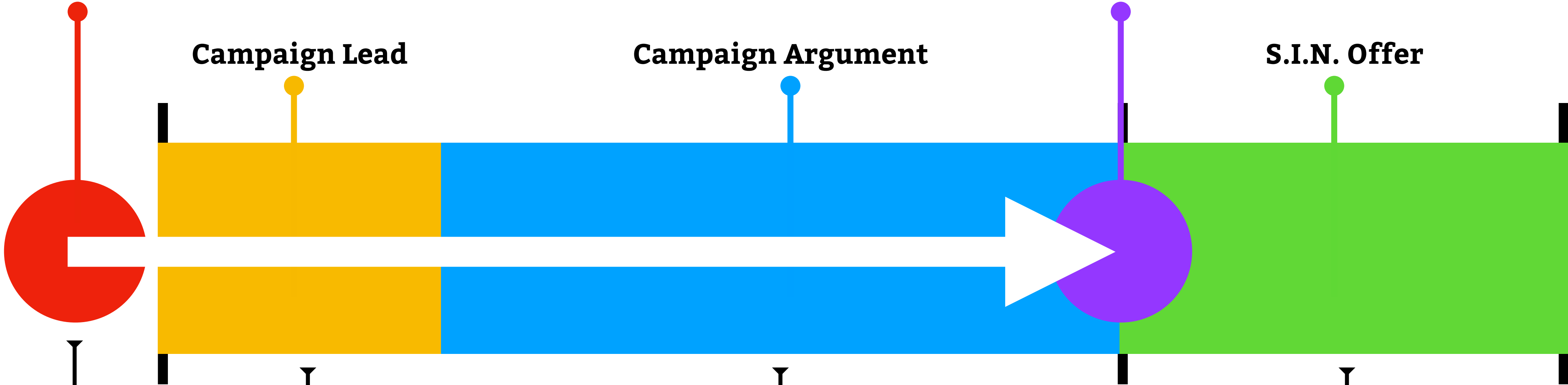
Big Marketing Idea

Campaign Thesis

Campaign Lead

Campaign Argument

S.I.N. Offer



INTRODUCE

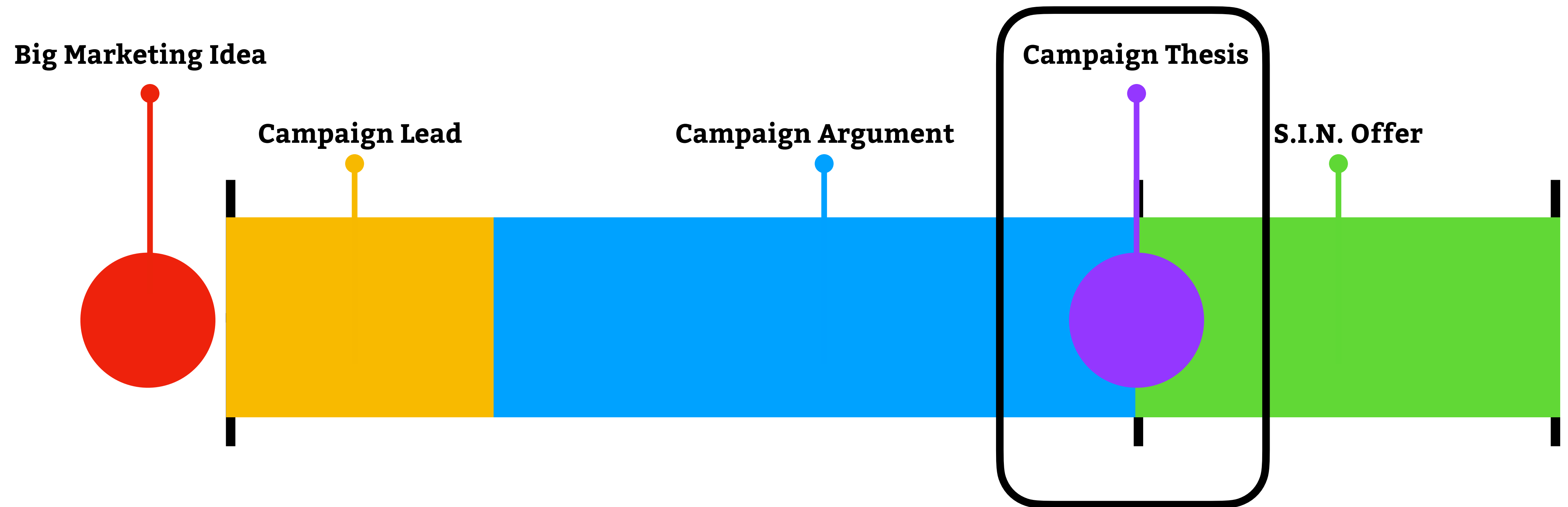
TEASE

PROVE

OFFER

Your Campaign Thesis

(Establishing The Buying Belief)



3 Components Of Your Campaign Thesis Statement

- Statement of superiority...
- Primary Promise (of outcome)...
- Unique Mechanism

The **[SUPERIOR]** way to **[PRIMARY PROMISE]**
is with **[UNIQUE MECHANISM]**.

Example Thesis Statements

- The fastest way to build thicker biceps is with Contractile Emphasis.
- The most effective way to regrow hair on the front of your head is with Linear Micro-Needling.
- The easiest way to learn to speak a new language fluently in under 5 months is with Contextual Reinforcement.
- The most consistent way to drop a pound or more of fat from your butt every week is with Pelvic Stimulation.

2 Argument Models

1

**THE ROOT CAUSE
SOLUTION**

2

**THE BETTER
SOLUTION**



The Root Cause Solution

- What is the real root cause of the problem the prospect is facing?
- What is the symptom(s) competitors are addressing with their mechanisms?
- What evidence/support can you share to show the prospect the real root cause of their problem?
- How does your Unique Mechanism solve the root cause?
- What are the benefits of having the real root cause solved?

2

The Better Solution

- What does “better” mean? (i.e. Is it **easier, faster, more effective, more consistent, cheaper**)
- Why is it “better” (i.e. How does it work)
- What evidence/support can you share to show why your Unique Mechanism is “better”?
- What are the “better” benefits of your Unique Mechanism?

REVIEWING & DISSECTING YOUR UNIQUE MECHANISM

NOW

RUN WITH THIS!