



COACHING
PLUS+

UNIQUE MECHANISM WORKSHOP

*Have The Recognized
Best Solution In Your Market!*

THE WORKBOOK

WELCOME & CONGRATULATIONS!

You've made a brilliant decision to invest in this Workshop.

Identifying, naming, and deploying a Unique Mechanism can be the most profitable marketing move you make for your business.

In fact, it's the single most valuable marketing strategy I've learned and used throughout my entire two-decade entrepreneurial journey.

I largely credit the Unique Mechanism — and what you're going to learn, master, and deploy through this Workshop — for the hundreds of millions in sales generated between me and my clients and students.

As you're about to discover, having a Unique Mechanism at the foundation of your marketing will almost instantly show prospects why you and your solution are the obvious choice for where they should invest their money.

This one strategy alone, when done correctly, will make acquiring clients simple, easy, and wildly profitable for you.

So get ready. And get excited! You're about to embark on a truly transformational journey.

WHAT IS A UNIQUE MECHANISM?

NOTES

WHAT'S THE DIFFERENCE BETWEEN A UNIQUE MECHANISM (UM) & A COMMODITIZED MECHANISM?

NOTES

WHAT'S THE DIFFERENCE BETWEEN A UNIQUE MECHANISM (UM) & A UNIQUE SELLING PROPOSITION (USP)?

NOTES


WHY IS A UNIQUE MECHANISM SUCH A VALUABLE MARKETING TOOL (I.E. WHAT DOES IT DO FOR YOU)?

NOTES



WHAT DOES THE PROMISE EXPOSURE SPECTRUM TELL YOU ABOUT YOUR AUDIENCE?

NOTES



THE 3 TYPES OF UNIQUE MECHANISMS ARE:

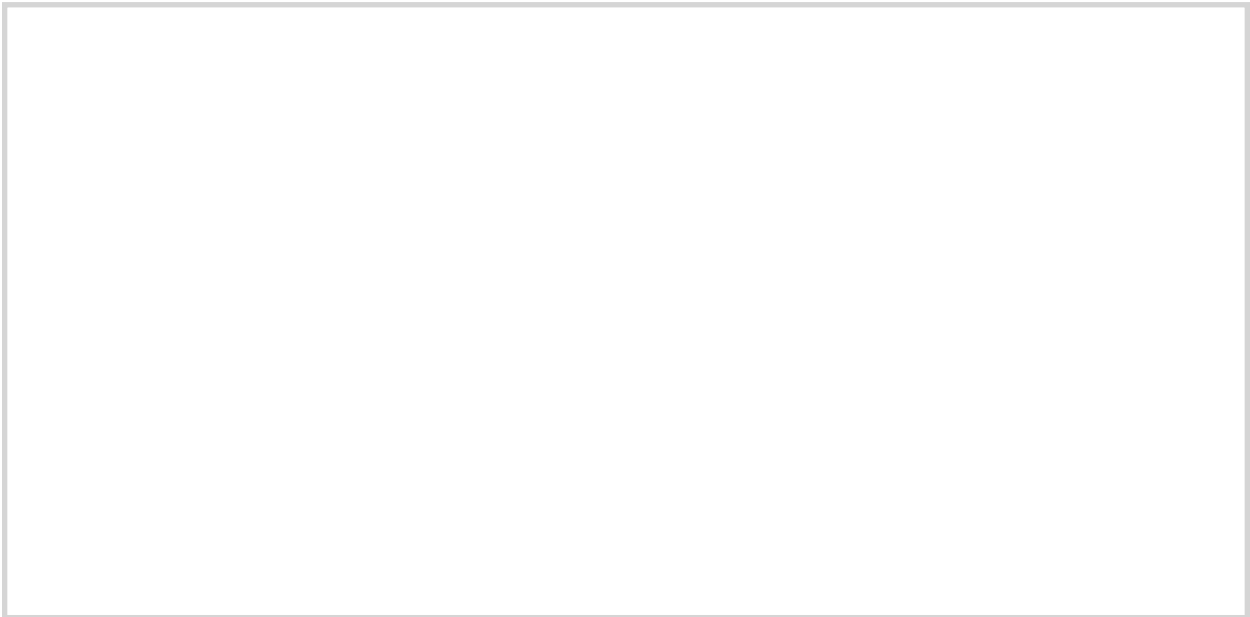
1.

2.

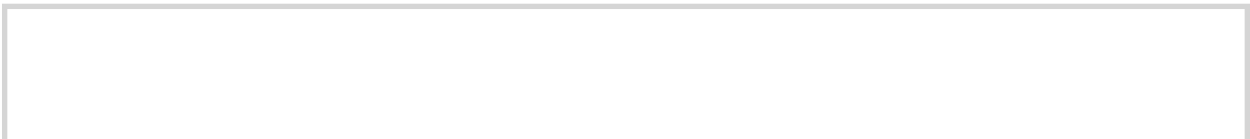
3.

4.

NOTES ABOUT THE DIFFERENT TYPES:

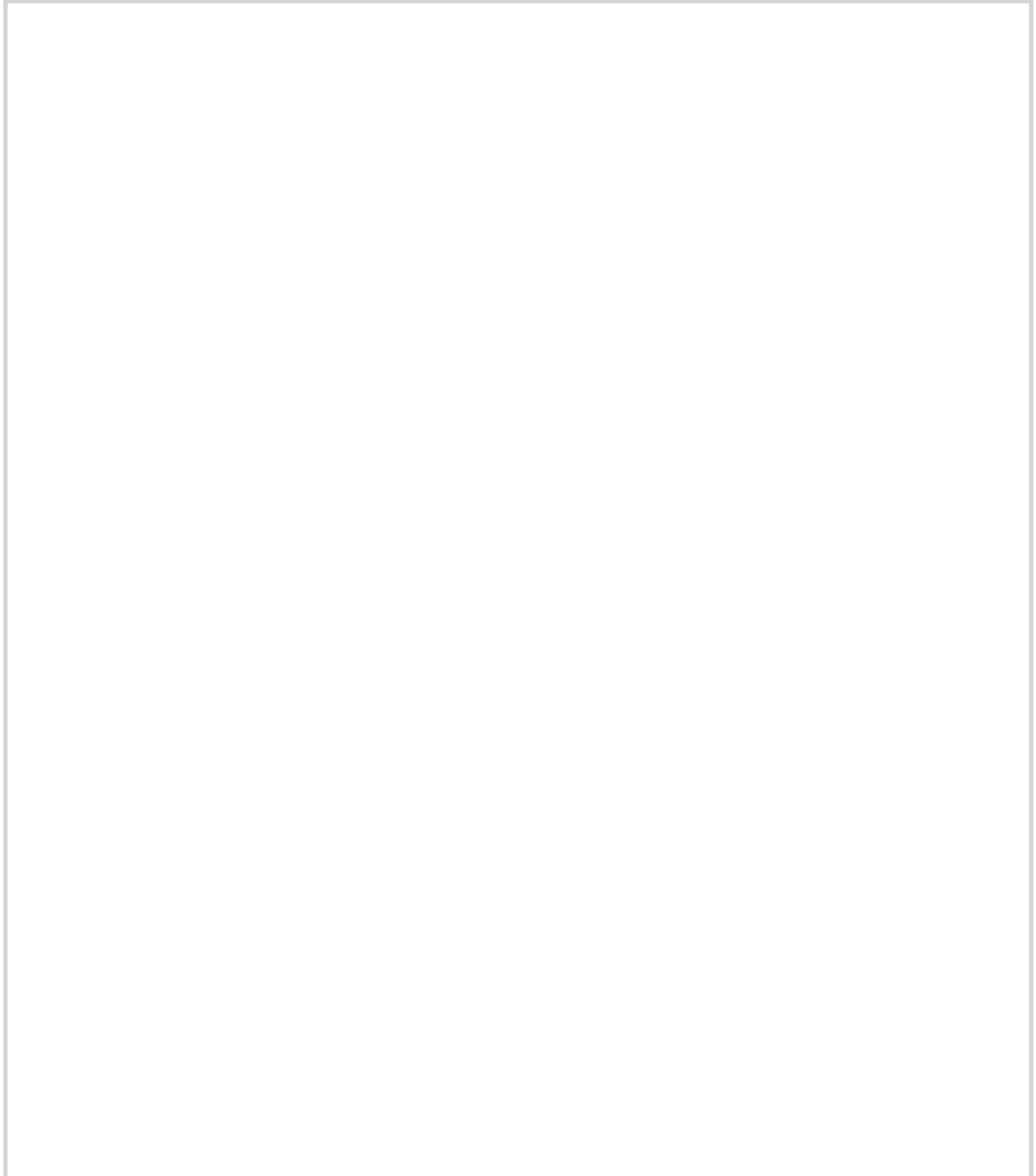


CHOOSE ONE TYPE OF UNIQUE MECHANISM:



EXAMPLES OF UNIQUE MECHANISMS:

NOTES

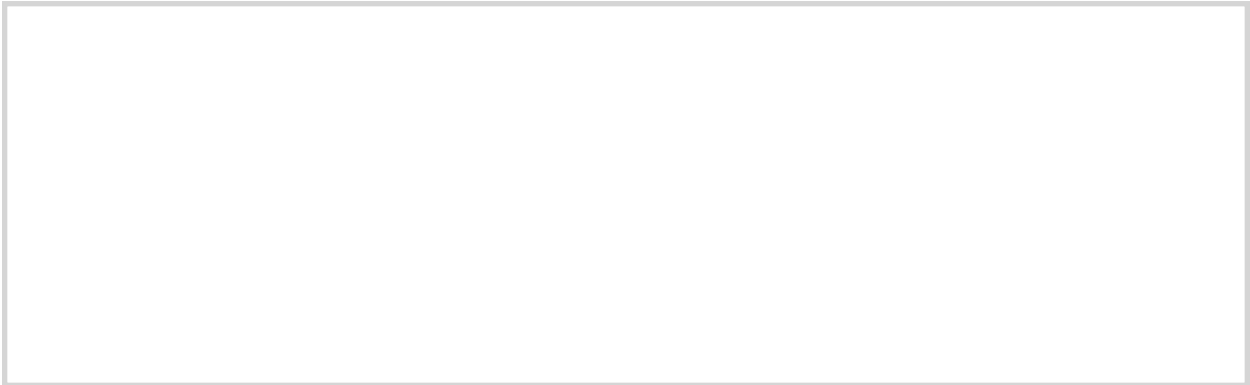
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2 ELEMENTS TO YOUR UNIQUE MECHANISM:

1.

2.

WHICH ONE IS MORE IMPORTANT & WHY:



WHAT IS A FAUX MECHANISM AND WHY MUST YOU AVOID IT?



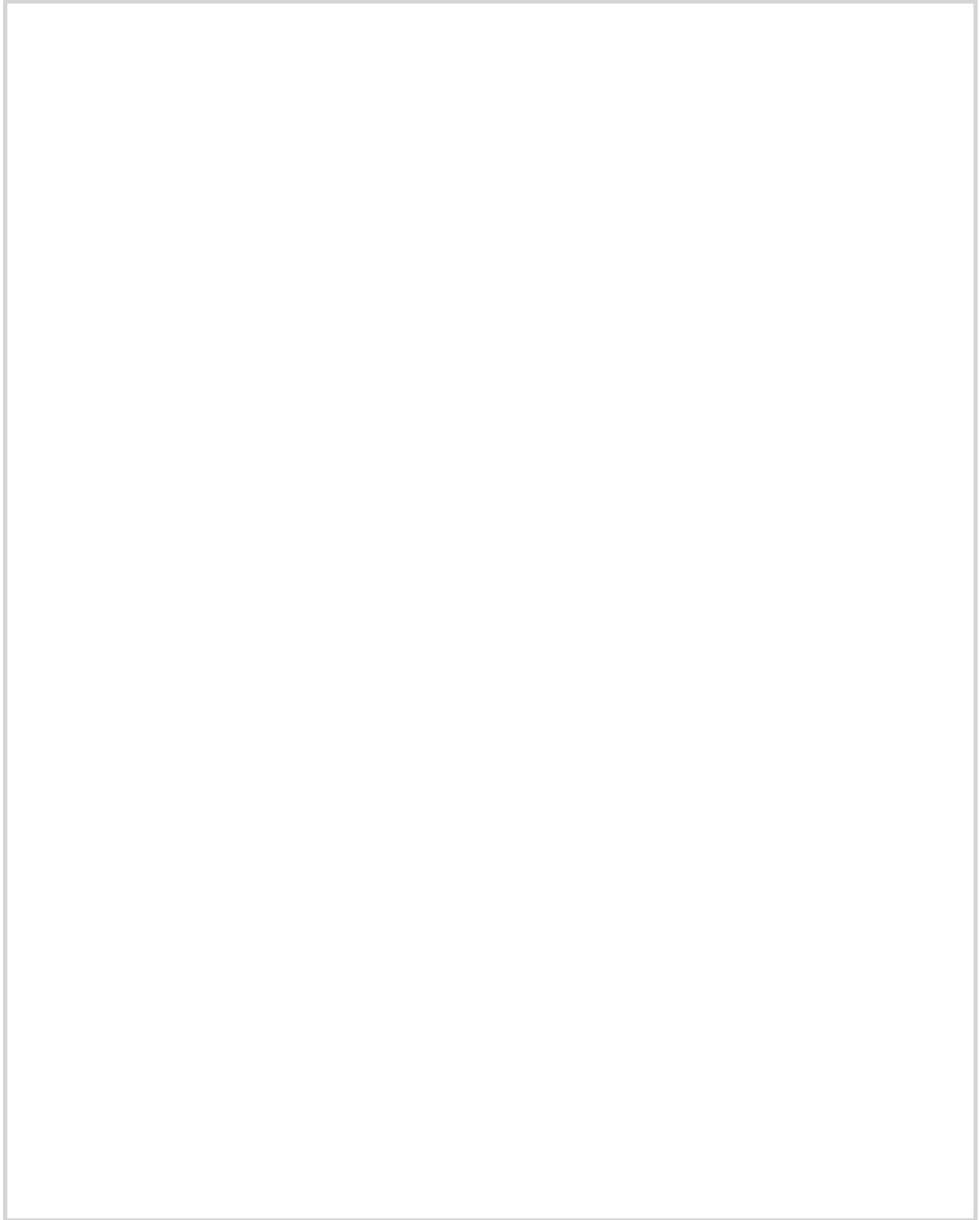
WHY IS IT IMPORTANT TO UNDERSTAND YOUR COMPETITORS' MECHANISMS?

DESCRIBE THE MECHANISMS OF YOUR COMPETITORS' OFFERS:

QUESTIONS TO INTERROGATE 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?
- 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?

INTERROGATE YOUR UNIQUE MECHANISM:

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**WHEN NAMING YOUR UNIQUE MECHANISM
WHAT IS THE AIM/OBJECTIVE?**

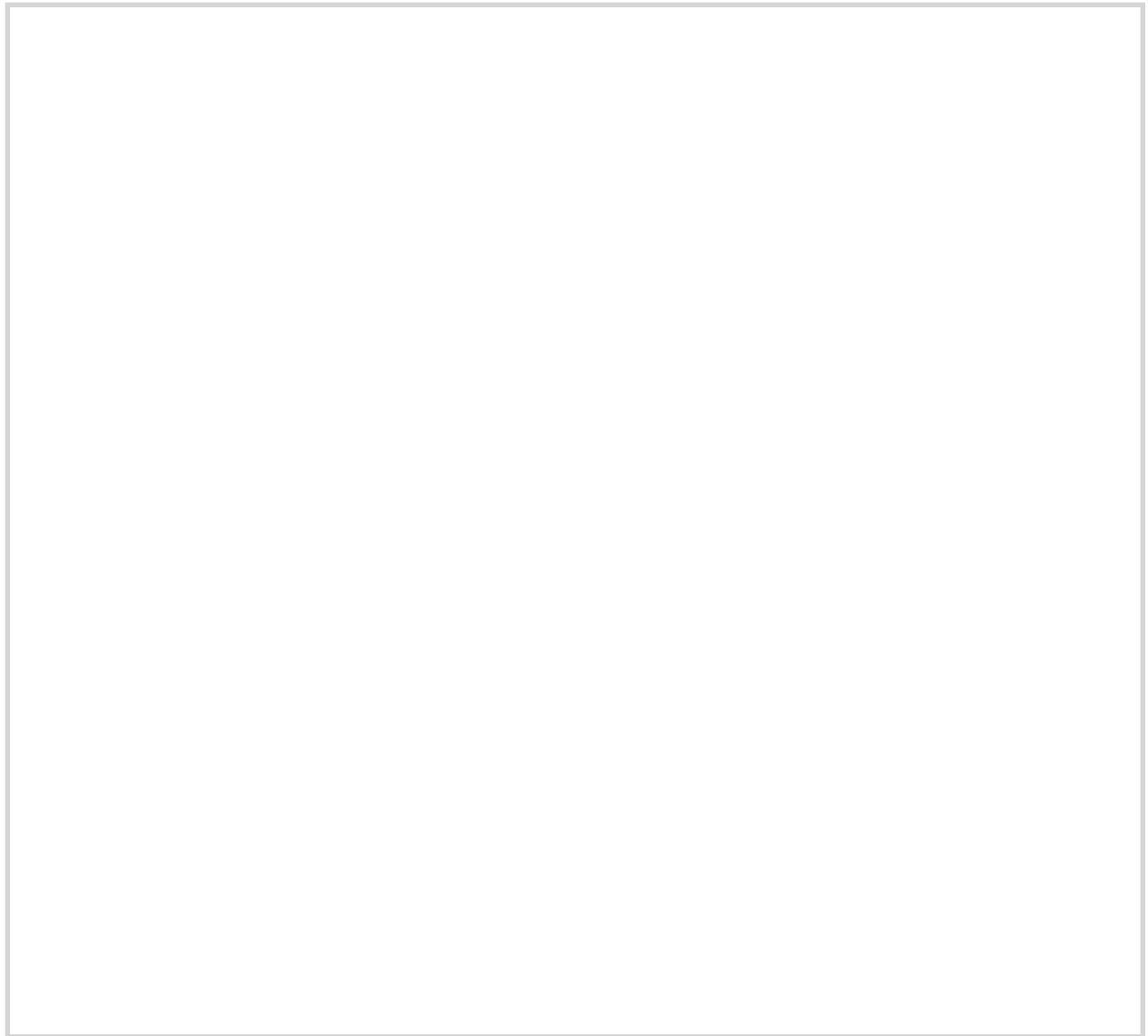
**WHAT ARE SOME POSSIBLE NAMES FOR
YOUR UNIQUE MECHANISM?**

2 ARGUMENT MODELS FOR PRESENTING YOUR UNIQUE MECHANISM:

1.

2.

NOTES

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**WHICH ARGUMENT MODEL
WILL YOU USE?**

**WHAT IS THE BASIC ARGUMENT FOR
YOUR UNIQUE MECHANISM?**