



Why Choose You?

Unique Value Proposition

Olga Mizrahi



OLGA MIZRAHI

SMILE | INSPIRE | ENERGIZE

Good afternoon! So good to see you all here!

I'm Olga Mizrahi and am thrilled to be here with you today.

Over the past couple of days, I've had the privilege of talking with a lot of you and getting to know your chapters and you as individuals.

You're in luck. I have some butt-kicking info to share today!

You've caught me straight off a book launch, where Sell Local, Think Global launched as a Hot #1 in Global Marketing, Small Business Marketing, and Women in Business on Amazon.

When I'm not at my day job of running a creative agency in Long Beach, California, I blog for business at ChunkOfChange.com.

My philosophy at ChunkOfChange is all about how small changes add up big for business, and I'll be sharing one of my best secrets with you today.



Not like this.

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I'm going to talk about something SO important today, it can single-handedly make a difference in the way that you present (and sell!) yourself.

I'm here to talk to you about how to distill and communicate the essence of who you are. And the tips and tricks we'll go over will give you the clarity and the confidence to shout that difference from the mountaintops.

The technique is so simple and yet it has the power to cut through the clutter and the "overwhelm" that people feel every single day.

What We'll Be Covering



- What is a brand? Personal brand?
- How do you stack up?
- What the heck is UVP?
Unique Value Proposition
- Think in terms of -ESTs! No -ERs Allowed
- The Magic of Linking Features and Benefits
- Tying together the story: Why Choose YOU?

If I say something that you find fresh:

Let me know!

@olgamizrahi on snapchat and twitter

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Today, we'll be talking about:

What the heck a brand is...and, on top of that, what a "personal brand" is.

Then, we'll look at how you stack up.

I'm going to give you the secret sauce...otherwise known as "UVP."

You'll learn how to think in terms of -ESTs! No -ERs allowed!

We will uncover the true magic of being able to link features and benefits.

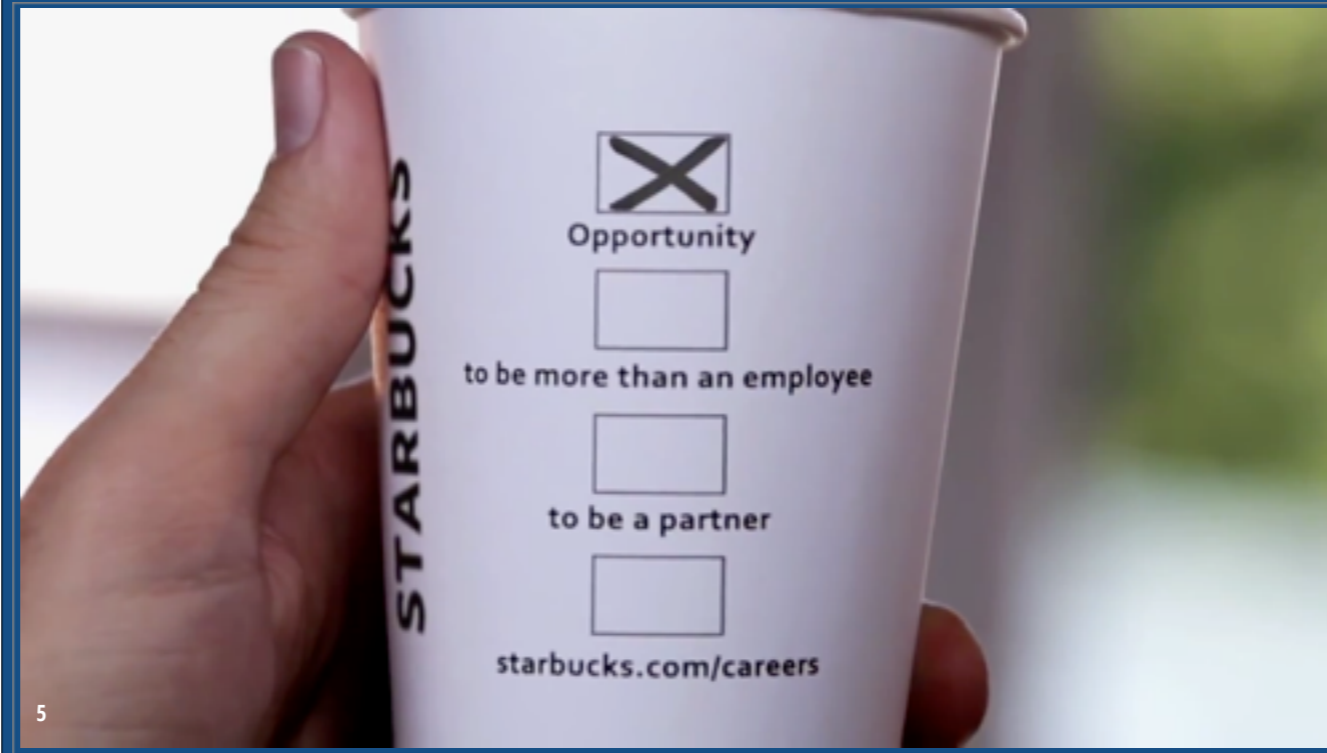
Then, finally, we'll tie the whole thing together and examine: Why Choose YOU?

Are you ready?!?

What is a “brand,” anyway?

- A brand is all of the marketing and communications that distinguish a company from its competitors and create a lasting impression.
- Personal branding is the ongoing process of establishing an impression in the mind of others about an individual (or group).

But it's really about the "feels."



How do you *feel* about Starbucks?

Would you want to work there?

Let's see if Starbucks' recruitment video changes how you feel.

<https://www.youtube.com/watch?v=xnHeu0aK3Eg>

What is AXO's brand?



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Now, it's time to look at ourselves.

"Real Strong Women" is what we are all about, right?

But what does that FEEL like?

The keyword is FUN!

What does FUN feel like?

Selling FUN!



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Show 1 minute of Villanova recruitment video (which is ALL about fun).

You can disagree with whether this video shows “Real. Strong. Women.” but you can’t disagree with the extreme FUN these girls seem to be having together.

Keep in mind that the best videos focus on connection and living experiences.

Who else is FUN?



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Who else is FUN?

ELLEN!

And what better way to show what you're all about than by aligning yourself with another brand that fits with yours?

Figuring Out YOUR Brand...

- Extreme Differentiation
- Owning it
- Shout it from the mountain tops
- So what? Where to start?
- Secret Sauce UVP

When it comes time to figure out your OWN brand, where do you start?

You MUST stand out from the crowd.

You have to totally OWN who you are.

AND you need to be willing to shout that difference from the mountain tops!

So, where's the best place to start?

The "Secret Sauce," of course!

It's all about UVP.

The Standard Value Proposition



- A Value Proposition is an inherent promise of benefit that a company gives its customers, employees, or business partners.
- That value is usually measured in terms of "benefit minus cost" –which holds true for any product or service in the marketplace.
- A large part of determining value is comparing the alternatives.

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Let's take a look at the good-old standard value proposition:

- The Proposition Part is: what you do, what you're offering, and what you excel at doing.
- The Value Part is all about: benefit minus cost.

How do we value something? Well, we have to compare it against something.

There are several ways to look at it:

- The specific services you're able to provide;
- The personality of your group;
- OR
- Where you fall within your group of competitors.

In reality, though, it's the unique part is the most important.

It's about how you are different in terms of look, feel, offerings, what you're willing to do, customer service, and so on.

THAT's the thing that's going to cut through the clutter.

Disneyland's UVP

Proposition:
A place on earth

Value:
A happy place on earth

Unique:
The HappiEST place on earth



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So, now we're going to go into the very un-sexy term "UVP": Unique Value Proposition.

It can also be called the "Unique Selling Proposition," the "Positioning Statement," or even just the "Value Proposition."

Whatever you call it, we can break it down to three basic components:

- The proposition: Disneyland is a place on earth.
- The value: It's a happy place on earth.
- The unique part: It's the happiest place on earth.

And that's what makes it special and sought-after!

Beyond Product UVP



Even if you're not selling a product or service (as is the case with many nonprofit organizations), you still have to tell people what unique value they'll get for their money, which may include:

- A "fit" with a particular value system (i.e. it elicits an emotion);
- Personal identification with an issue (i.e. it strikes a chord);
- Alleviation of an anxiety (i.e. it quells a negative feeling); or
- Some sort of tangible incentive (i.e. a gift with donation).
- What your organization is best at **LOCALLY**

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In the case of AXO, you're not selling a product or service (like Disneyland). But you **STILL** have a UVP, don't you?

You still have to tell prospective members what unique value they'll get if they join, which may include:

- A "fit" with a particular value system (i.e. it elicits an emotion);
 - Personal identification with an issue (i.e. it strikes a chord);
 - Alleviation of an anxiety (i.e. it quells a negative feeling);
 - Some sort of tangible incentive (i.e. a gift with donation);
- OR...
- What your organization is best at **LOCALLY**.

It's Not About the "-ER"s

- Contrary to popular belief, it's not about the "-er"s: better, faster, cheaper.
- Rather, it has to be something big in order to be memorable and specific.

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So, now that I've scared you, let's talk about how, exactly, to find your UVP...and how to do it really well.

It's not about the "-ERs"

It has to be something BIG! It has to be memorable and specific!

It's about the "-ESTs"!!!

Take Wal-Mart for instance:

- The giant retailer isn't just cheaper; it's cheapest on absolutely everything.
- Disneyland isn't just a happy place; it's the happiest place on earth.

What other "-ESTs" can you think of???

Why Choose You?

Why a Mission Statement IS NOT a UVP

_____ has created a perpetual bond of friendship that promises lifelong sisterhood and a network of support.

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I'm sure you're all familiar with the concept of the mission statement.

Well, UVP is NOT that.

Let's look at another sorority's mission statement:

- **BLANK** has created a perpetual bond of friendship that promises lifelong sisterhood and a network of support.

Who do you think that refers to?

Everyone??? Does it even matter?

Is it unique? No.

What IS your UVP?

Essentially, you have to be able
to finish the sentence:

*“The thing that makes us awesome,
and different from everyone else is ...”*

Then, go in for the kill by immediately linking:

“and that totally benefits you this way ...”

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Now, let's talk about YOU.

You are gorgeous and people like you!

BUT, in order to ride the perpetual whitewater that is business today, you have to be able to finish the sentence: “The thing that makes us different from our competitor is...”

We're all constantly looking for what's new.

Our brains are actually wired that way: to look for the difference.

THEN, you have to go in for the kill by saying: “...and that totally benefits you in THIS way.”

Linking Features to Benefits

<i>Alpha Chi Omega is awesome because....</i>	<i>AND AXO benefits you by...</i>
<i>it's truly real and genuine.</i>	<i>connecting YOU with authentic and deep friendships for life.</i>
<i>it's able to tap into a network of more than 230,000 sisters across the United States (and another 4.4 million initiated women among National Panhellenic Conference sororities).</i>	<i>giving YOU access to strong women that can (and WILL) help you toward success, both personally and professionally.</i>
<i>it's engaging well beyond your collegiate years, with more than 135 alumnae chapters.</i>	<i>positively contributing to YOUR life in a real, supportive way, for the long-term.</i>

Now, let's try it out together.

These features comes directly from the AXO website!

Features vs. Benefits

- First, start by stating what is so unique about you (and your chapter), and then immediately explain how that uniqueness is going to enhance someone's life.
 - For collegiates, it is going to be more about belonging.
 - For alums, it is going to be more about purpose.

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Does this all make sense to you?

To reiterate: You're going to start out by stating what is so unique about you (and your chapter), and then immediately explain how that uniqueness is going to enhance someone's life.

For collegiates, it is going to be more about *belonging*.

For alums, it is going to be more about *purpose*.

Does that sound about right to you?

Testimonials are the best source of “-ests”. What do your friends in the room say about you?



“thrilled...worked direct with CEOs office to clarify marketing objectives... saved the client significant marketing dollars”



“exceptionally knowledgeable, innovative, creative, dynamic and personable e-commerce executive that achieved incredible results”



“created a one of a kind promotional piece that generated sales and presents our services and story in a very unique way”

Keep in mind that you don't have to pull your “-ESTs” out of thin air.

Ask your past members...or your friends!

What do YOU think about ME?

How do YOU see ME?

In my case, my “-ESTs” come from my clients.

So, What Makes YOU Different?

Now it's your turn
(what makes you different?)



1. The product or service we offer to the marketplace is...

2. The top five key words or phrases our customers use when searching for us online are...

3. The top three ways our product or service helps people are...

4. The top three things we're best at are...

5. We are priced (higher and) lower / higher / equal to our competitors because...

6. One thing we offer that our competitors are unwilling or unable to provide is...

7. The main thing that makes us different from our competitors is...

8. Our best customers describe us by saying (in 10 words or fewer) -

We are a
(1) company that provides (2) in order to
(3). We excel at (4) and stand apart because we (5).
Unlike our competitors, we provide (6) and have the
advantage of (7). For all these reasons and more,
we are known as a company that (8).



There's more where this came from at
www.chunkofchange.com/bookgoodies.
Visit today!

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To help you tackle this beast, I've created this handy-dandy worksheet so that you can take action TODAY.

[SARAH: Circulate handouts.]

I want you to *no longer* think of yourself as “-ERs”.
Think of yourself as an “-EST”!

You're already an “-EST” just for being here.

You're ready to shine out there!

Don't Worry About Making Everyone Happy

- Keep in mind that your UVP doesn't have to appeal to everyone—but, rather, it must resonate with your target market.
- You are truly honing in on a small percentage of the population.
- If you're appealing to them well, then you're going to be remembered.
- Unfortunately, there will always be people who ignore your message because they just don't need what you have to offer right now...and that's okay!

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Finally, don't worry about pleasing everyone. It's not possible.

It's all about resonating with your TARGET market!

Do you need your UVP to speak to men? No.

Keep your eye on the prize. It's a small percentage of the population.

Also, there will be women who ARE the target and still don't respond.

Don't despair. They're probably just not ready yet.

Q & A: Ask Away!





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- Olga@ChunkOfChange.com
- www.ChunkOfChange.com/sign-up
- GRATIS! 20-minute UVP review on clarity.fm



Please, please, please reach out. I'm here for YOU!

You can call, email, sign up for my blog, or schedule a FREE 20-minute Clarity call with me.

[SARAH: Hand out comment cards.]

Thank you all so much for coming!