

My Unique Sharing Proposition

This worksheet is designed to help you gain clarity on who you serve and how you best serve them.

Who do I serve (ideal client)?

How do I serve them well on social?

What do I do differently from other consultants?

How Do I Identify My USP?

- What is the problem that YOU can resolve for your client/followers? (Connect this to your Jordan Essentials business.)
- List what problems your products/services resolve.
- How do I serve the consultants I onboard differently?
- What makes my experience for my clients and team unique from other consultants?

Pro Tip: Before You Post Ask Yourself

What is the purpose of this post?

- Is it hopeful?
- Is it helpful?
- Is it healing?

How do I want people to respond/react?

- Call To Act, Call To Think

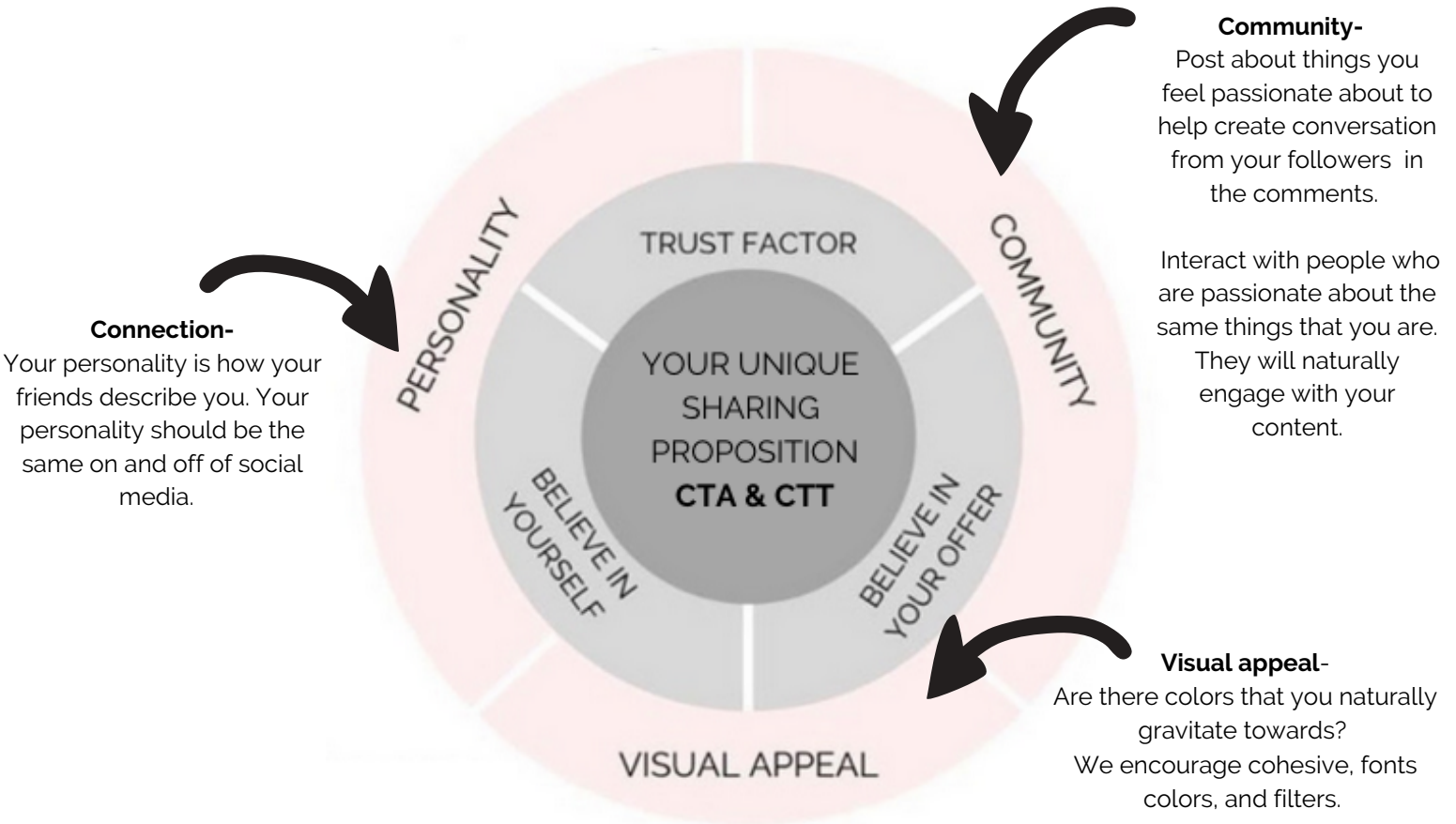
Does it fit my Signature Style?

Signature Style

An individual's unique marketing spin on the product or service they offer.

It sets them apart from other consultants.

The signature style is the playbook for how to create this spin.



Your Unique Sharing Proposition-

An individual's unique marketing spin on the product or service they offer that sets them apart from the competition.

Call to Action-

Encouraging your followers to act on something using a link or something actionable.

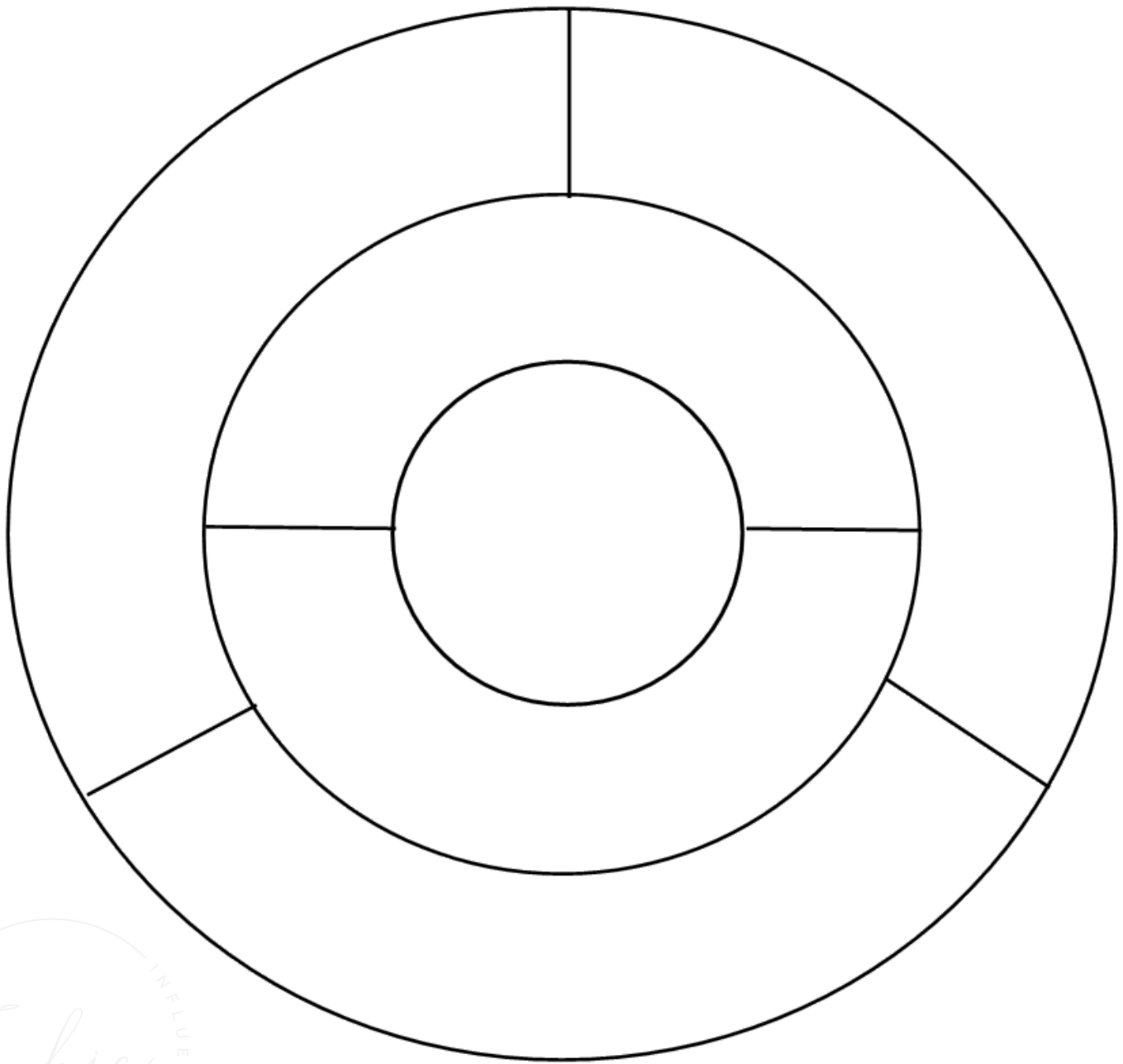
Call to Think-

Encouraging your followers to think about something you said.



Your Signature Style

Fill in the space below with your Signature Style. As you complete this assignment, think about who you connect with the best so that you can start cultivating a community of like minded people through social media.



Your Signature Style

Below is a sample of a signature for a consultant for Jordan Essentials.

Personality:

- Natural leader, Enneagram 3, always needs to have an agenda, friends always say I am organized.
- Positive mindset, figure it out attitude, cares deeply about family, raising strong boys and quality time with husband.
- Loves skincare, makeup and feeling fabulous inside and out.
- Skincare makes me feel good.

Visual Appeal:

- Loves Reels, candid pics with husband, dog pics and makeup tips, non toxic graphics, gravitate towards clean lines, white, black and light pink colors.
- Everything is soft and feminine feeling.

Belief in product:

I have been using JE products for years and I believe that you should know the products you are putting on your skin. I love that JE is committed to excellence and quality ingredients.

Belief in self:

I believe I am the girl for the job and that I can share tutorials, tips, education and advice because I am always learning and growing in my own knowledge base.

That shines through on my social media because every week I'm sharing tutorials with skincare, ingredient education, my own experience, tips and more. Because I serve my audience education, compassion, advice weekly I have earned the right to sell & people know like and trust me.

Community:

- Loves doing skincare tutorials, educating people about non toxic skincare.
- Loves talking about makeup and natural products.
- Infertility journey and other women who are in the same situation.
- Mini Labradoodle owners

