

# 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 Partners?

# How do I identify my USP?

- What is the problem that YOU can resolve for your client/followers? (connects to your product/service/experience)
- List what problem my product/service resolves.
- How do I serve the Partners I onboard differently?
- What makes your experience for your clients or team unique from other Partners?

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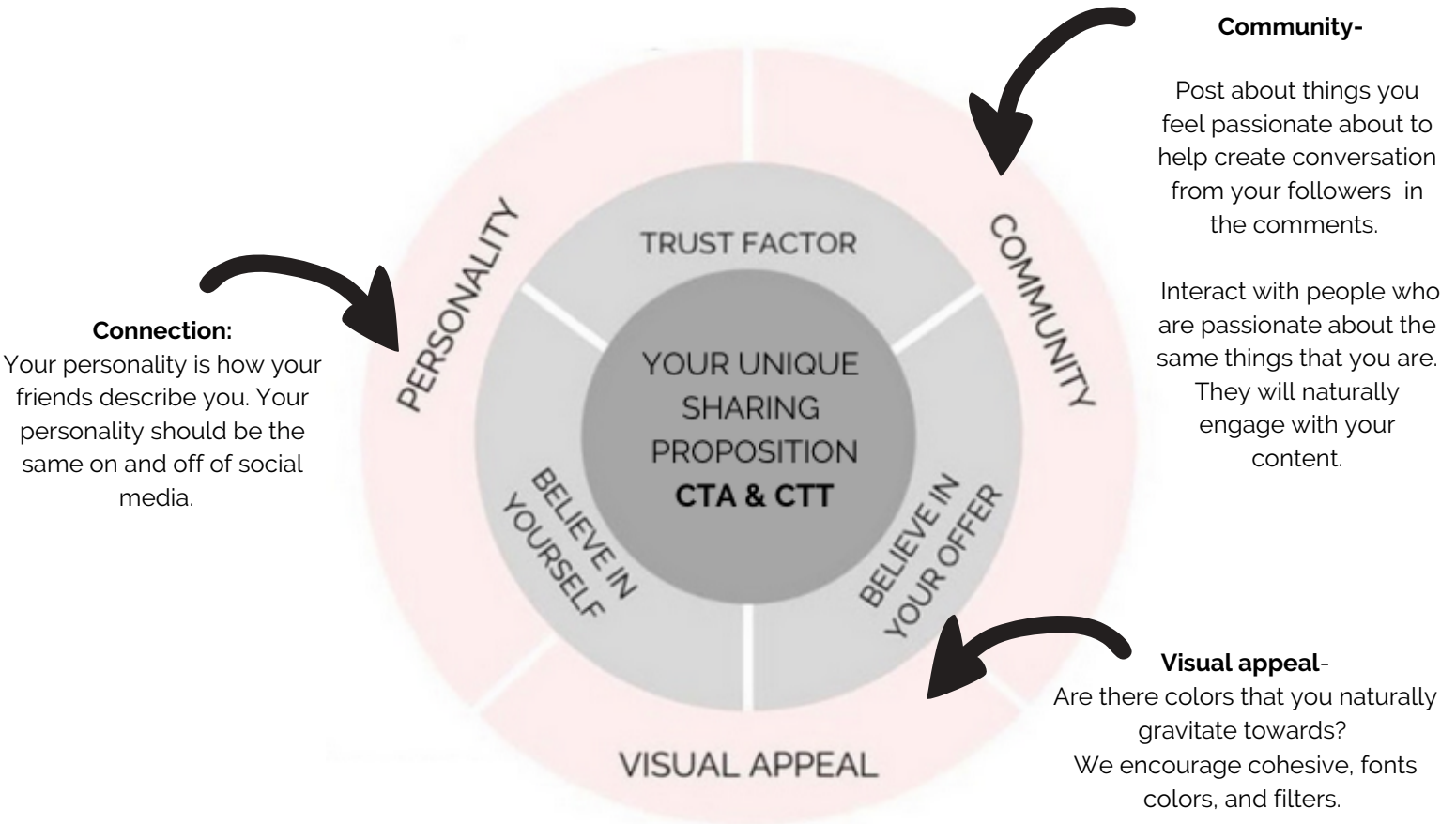
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# Signature Style

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

It sets them apart from other Partners.

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. Think about who you serve and how you can best serve them.

The diagram is a large circle divided into four equal quadrants by a vertical line and a horizontal line. Inside this circle are two smaller concentric circles. The space between the innermost and middle circles is divided into four equal segments by the horizontal and vertical lines. The space between the middle and outermost circles is also divided into four equal segments by the same lines. This creates a total of 16 segments for writing.

