

THE THREE LETTERS THAT PUT YOUR MARKETING ON “EASY MODE”



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Hi,

Thanks for downloading this guide, you’ve made a great decision.

If you’re reading this you run a business. I do too. I know what it’s like.

That’s why I removed all of the fluff and filler for you. We’re just going to stick to the good stuff **only**.

So the next 9 pages are filled to the brim with useful content and examples. And at the end I give you the exact formula you need to put your marketing on easy mode.

Going through all this will take +/- 10 minutes. But don’t just speedrun it. Go through it more than once and consider how these examples apply to your business. I promise you it’s well worth your time.

Most marketing is weak and forgettable. It never even gets noticed. Customers tune it out because there’s so much vying for their attention.

That’s about to change for you. We’re going to cover how to craft an offer that grabs your target audience and forces them to pay attention to your stuff.

Sounds good? Awesome, let’s dive in!

Liam Lenord
Clarence Results

P.S. As you go through this, jot down ideas for your own marketing. You’re going to have plenty of them. Focus on what your audience craves most and how you can deliver it in a way no one else is.

Be bold, be different, and whatever you do - don’t be BORING!

P.P.S. At the end I’ll also include some info about the stuff I do with my team to help businesses grow and thrive. If that’s of interest to you feel free to check it out. If not - it’s all good.



How To Make Money With This Report

We only get paid for stuff that we DO out there in the real world. So this report is all about practical advice.

We're going to look at a few all time classic examples of so-called USPs. Unique Selling Propositions. An irresistible USP is the foundation that all your other marketing is built upon.

Get it right and everything gets easier. Get it wrong and you're in for a really really rough time.

Investing a bit of time to nail your USP is going to pay off big time. Check out these examples and think about what YOU could take and use in your business:

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Fresh, Hot Pizza Delivered In 30 Minutes Or Less, Guaranteed



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How does a small pizza chain go from 1 to 19,000+ stores in over 90 countries?

With a USP that's impossible to ignore.

Domino's USP was simple: *"Fresh, hot pizza delivered in 30 minutes or less, guaranteed."*

(You'll notice throughout this report that I really like 'simple'. Because it works.)

Every other pizza place used the same slogans. Best recipe, best pizza, special sauce, great pricing, blablabla.

Domino's focused on the three things their clients wanted most:

- 1) Speed - you'll have your pizza lightning fast, in 30 minutes or less
- 2) Quality - it'll be hot out of the oven and freshly made, never soggy or cold
- 3) Peace of mind - delivered in 30 minutes or you don't pay, guaranteed. No risk.

They didn't try to be cute or clever. Just insanely compelling. And it worked amazingly well.

By zeroing in on what their customers wanted they went from a small Michigan chain in the 1960s to opening their 1000th store by 1985. And today, they're a juggernaut that does \$17.8 billion in sales across the world.

That's the power of an incredible USP. Dive deep into the minds of your target audience. Look at their reviews, complaints, the things they rant about in forums and on social media related to your industry.

Pinpoint their biggest frustrations, the things that really get their blood boiling, and then craft your USP as the perfect solution. Get them nodding along, eyes lighting up, thinking "FINALLY, somebody gets it!"

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When it absolutely, positively has to be there overnight



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Once upon a time it was borderline impossible to get stuff quickly from one place to the next. We're talking about the 70s and FedEx was just an insignificant shipping company with ambitions to make it big.

So how'd they do it?

They figured out what their clients REALLY wanted and found a way to deliver AND guarantee it.

Clients wanted reliability. They craved it. It was a major gap in the market and FedEx jumped in by saying:

"When it absolutely, positively has to be there overnight"

In an industry where packages routinely got lost or delayed, FedEx staked their entire reputation on getting your shipment to its destination on time, every time.

They went all-in on this one key difference. Built a whole system for it to make sure they could deliver.

And it worked. Customers flocked to FedEx en masse, willing to pay a premium for the peace of mind that their critical documents and packages would arrive exactly when they needed them to.

FedEx didn't try to be everything to everyone. They honed in on the single most important thing to their audience and built their entire business around nailing that one key benefit better than anyone else.

And that laser focus powered their rise from small startup to the multi-billion dollar global logistics powerhouse they are today.

The takeaway? Figure out the one thing your customers care about most. The single biggest benefit that would have them beating down your door. Then craft your USP around that and go all-in on over-delivering on that promise.

Do that and you'll have a business that dominates your market for decades to come, just like FedEx.

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Melts in your Mouth, Not In Your Hand



Think about M&Ms and you might think of their famous USP:

"Melts in your mouth, not in your hand."

This simple phrase isn't just catchy - it's a masterclass in crafting a USP around a product's single biggest benefit.

Because what makes them unique is the hard candy shell around the chocolate. By itself that's meaningless. Nobody cares about features alone. It's the benefit those features provide that really matters to customers.

So M&M's didn't just say "We have a candy shell!" They translated that feature into a clear, compelling benefit: no messy, melted chocolate on your hands. A tangible improvement to the customer's life.

They could've focused on other benefits like the taste or the colors. But they zeroed in on the one that mattered most to their audience and hammered it home in all their messaging.

The lesson? List out every feature of your product or service. Then, get creative and translate each one into a concrete benefit for your customer.

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Ask yourself, how does this make their life better, easier, more enjoyable? How does it solve a problem or frustration they have?

Then, pick the single most powerful benefit, the one that gets your ideal customer excited. And build your entire USP around that.

Do this and your USP will stick in people's minds and have them eager to buy, just like M&M's did.

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The World's Strongest Coffee



You know what the worst marketing sin is?

Being **B-O-R-I-N-G**.

Clients will forgive and forget many things, but being boring is not one of them. That's why the Death Wish Coffee USP works so well.

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Imagine walking down the coffee aisle and seeing a bag emblazoned with a skull and crossbones. "Death Wish Coffee," it reads, "The World's Strongest Coffee." Now THAT grabs your attention.

Death Wish didn't just slap a bold USP on their bag and call it a day. They made sure every single touchpoint reinforced their "dangerously strong coffee" positioning.

From the edgy logo to the product descriptions promising a "highly addictive, mind-blowing experience," everything screams that this isn't the same stuff you get from the blue haired nose ring clad barista at your local coffee place.

This stuff is closer to heroin than it is to coffee. But without the nasty side effects. Hopefully.

Focus, consistency and just relentlessly hammering the message home is key here. They know their USP and they never stray from it. No "half-caf" options or silly flavors. Just strong, take-no-prisoners coffee for those who can handle it.

And that laser-focus allows them to absolutely crush it in their niche.

Want your USP to make this kind of impact? Then audit every single customer touchpoint, from your website copy to your packaging to your email newsletters. Make sure all of it aligns with your unique promise.

Because your USP shouldn't just be words on a page. It needs to be an unmistakable vibe that permeates your entire brand.

Let's Get To Work - Crafting Your Own USP

Alright, let's break this down into a simple step-by-step process you can follow to nail your own killer USP:

Step 1: Get crystal clear on who your target audience is. The more specific, the better. Drill down into their demographics, psychographics, biggest pains, and deepest desires related to what you offer.

Just think about who you're actually selling to. What the buying process is like. What problem these people are trying to solve.

Step 2: Now make a list of all the ways your product or service is unique.

What do you do differently or better than anyone else? How do you deliver amazing results for your customers? Don't hold back - get it all down on paper.

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When you feel like you have it all, just keep going for another 15 minutes. You'd be amazed at how much your brain can come up with if you force it to come up with things.

Step 3: Look at that list and ask yourself - which of these things matters MOST to your target audience? Which ones get them drooling and ready to throw their money at you? Circle those.

Step 4: Take the items you circled and start crafting USP statements around them. Here's a great formula to start with:

"We help [target audience] achieve [biggest desire] without [biggest pain] through [unique mechanism/process]."

Play around with it until you've got a few strong contenders.

Step 5: Time to test your USPs!

Run them by your target market and see which one gets the best response. Look for the one that makes their eyes light up, the one they can't stop thinking about or talking about. That's your winner.

Step 6: Once you've got your killer USP it's time to absolutely hammer it home. Place it everywhere. EVERYWHERE.

Nail this process and your USP will do the heavy lifting for you.

It'll grab attention, pique interest, and get your perfect customers lining up to buy. All you've gotta do is deliver the goods. But you'll handle that part of the equation, right?

You've got this!

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USP Done For You?

If you run a business and you're doing well but you want to do even better... we might be a good fit.

We work with companies that want to grow and take their marketing more seriously.

If you're OK with the status quo - this isn't for you.

If you're OK with 1.2% growth per year - this isn't for you.

If you do zero revenue right now - this isn't for you.

If you're on the brink of bankruptcy - this isn't for you.

But if you're doing revenue, if you want to start taking marketing seriously, if you're looking to add a team of people for a fraction of the price you'd pay for an actual marketing department...

...this is for you.

If we end up working together my team and I will help you set up your marketing and crush it in the online and offline space.

If that sounds interesting to you, check out this link. It has a lot of info and tells you the next steps you'd need to take to work with me and my team.

[Working With Clarence Results](#)