

## **Unique Mechanism Buildout**

In highly saturated niches your prospects have already heard the claims, they've probably already tried a product or service similar to yours and it either didn't work out, it kind of worked out, or it worked out, but stopped working after awhile.

What makes yours different?

Well the unique mechanism is going to show your prospect this was the missing piece to getting the results they wanted.

This is a two part logical connection, where you're going to show them why they failed in the past, then give them the unique mechanism to fix that problem once and for all.

Our job as a marketer is to educate them on the real reason past solutions didn't work out for them, they've been missing one crucial piece of information that will fix their problem.

### **Example**

In our case as an agency, if someone had a webinar that got booked calls, and their cost per booked call is too high, we would educate them on how they didn't segment their best prospects and show them specific ads to book the call.

Then I would go over how we use Google Tag Manager to drop custom event pixels depending on how long they watched the webinar, which allows me to create custom audiences in my Facebook Ads & Google Ads that essentially will retarget people who have already seen your pitch.

So you're retargeting people that have seen your offer already, watched your training and now are seeing testimonial ads, product walkthrough ads, FAQ videos, etc..

### **Unique Mechanism Behind The Problem:**

Why did your prospect fail in the past?

**Example:** Let's say you were targeting lawyers, doctors, or chiropractors and one of the main reasons they don't advertise is because low quality leads.

Well the unique mechanism behind the problem would be, you are targeting everyone in a 75 mile radius from your office, which is causing a ton of broke, unqualified leads to come through.

### **Unique Mechanism Behind The Solution:**

What we do is we use our "Tops" system to effectively only target the top 10% earners in the zip codes you want, by defining the absolute best client / patient for you through a series of 17 attributes, which allows us to hone in on our "Perfect Client" every single time.

### **What is the problem the prospect faces?**

It costs us way too much money to acquire leads.

### **What Other Solutions Are Out There?**

ABC Agency

Klientboost

Big Agency

### **What has their experience been like?**