

The “No-Apologies” USP Guide
HOW TO STAND-OUT IN THE MARKETPLACE
AND BE PAID YOUR ULTIMATE VALUE
WITHOUT
HIDING YOUR TRUE GREATNESS IN 3 STEPS...

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“Can You Really Stand-Out in the Marketplace
AND Be Paid Your Ultimate Value without
Hiding Your True Greatness...In Just 3 Steps?”



Hi, I am Dazzling, Your Purpose Coach.

Welcome to **The “No Apologies” USP Guide** where I will show you how to Be Great at You & Stand Out in the Marketplace in 3 Steps

“The only thing necessary for mediocrity to flourish is for people to hide their true greatness”

Most people have at least a vague idea of what they’re good at.

And even if they don’t, they know deep down inside they are good at something. That they are unique and not the same as everyone else.

Yet society has hammered into us the idea that success or achievement is simply following what others have done. We’re told success looks a certain way, behaves a certain way, and requires certain things.

We’re told what you’re good at is pointless. That doing things differently is a waste of time. *Abandon all that you are, because what you need is to follow.* The subtle message we have been sent is this: *you are not good enough*

And that brilliance that comes from being who we are, the glimmer in our eyes when everything is possible begins to fade.

It’s really sad because there’s a saying:

“The only thing necessary for the triumph of evil is for good men to do nothing.”

I say...

The only thing necessary for a person to stay stuck is for them to continue hiding their greatness from the world.

How do I know? After working with hundreds of individuals who are secretly screaming inside...each of them smothered and held down by people who don't recognize their true potential...

It's crazy.

People who have their uniqueness and greatness suppressed are doing the same to others without knowing any better.

Yet we have the power to change the game. For you, and the world.

Often, all it takes is ACCURATE insight, paired with a strong dose of BELIEF that you *aren't born for mediocrity...YOU are born for GREATNESS.* Both of these, I am gifting to you today.

My friend, wherever you are right now, I want to take you to the next level.

The No-Apologies way to owning your true gifts, to being you.

To find your USP (unique selling proposition) and stand out in the marketplace.

Consider this your first step in the journey to GREATNESS.

Hold this document close as you uncover who you truly are and the best version of you.

Be Great at YOU.

Let's begin.

Step #1: Redefine USP

Let's talk about USP for a second.

USP stands for unique selling proposition, and is a marketing term which describes an angle as to why a particular product or service is different from others.

Personal branding gurus use it in the context of what makes a person unique.

It's a powerful concept in helping us stand-out in the marketplace...but it's outdated.

Why?

Because there's a serious flaw in the way it's been taught. It often downplays, even trivializes the aspect of WHO YOU ARE in getting to your USP.



Let me explain.

The underlying assumption has always been "let's see what the market wants and then how we can fit into it".

Sure, you bring your unique take into the role, but the game has already been set before you begin. The job description defines what is valuable about YOU.

You can be more valuable when you bring on other skills for sure, but essentially you are expected to first fit the role, and *then* we can talk.

This perspective disregards your unique gifts, and weakens you. In fact, we even hide our true self because it might not necessarily fit into what the outside world thinks we should be.

It's even sadder when we buy into that belief ourselves and become apologetic about who we are.

It's like the sales leader who puts on a mask to look like he is "one of the boys" to lead his people.

Or the software app developer who's afraid to speak up about its user experience to the team even though deep down he knows it is horrendous because he thinks of himself as "just a developer"

Or the laid off project manager who has difficulty finding employment because he isn't sure what he's good at beyond "soft-skills"

Therefore, our first step is to break free from the confines of this limiting view of our true self.

To do that, we need to redefine ourselves.

And redefine USP as more than simply than finding an angle to fit the marketplace, but rather flipping the script: to truly understand what superpowers we bring to the world. And then having the market see our true value.

We are redefining USP as our **Unique Superhero Power**.

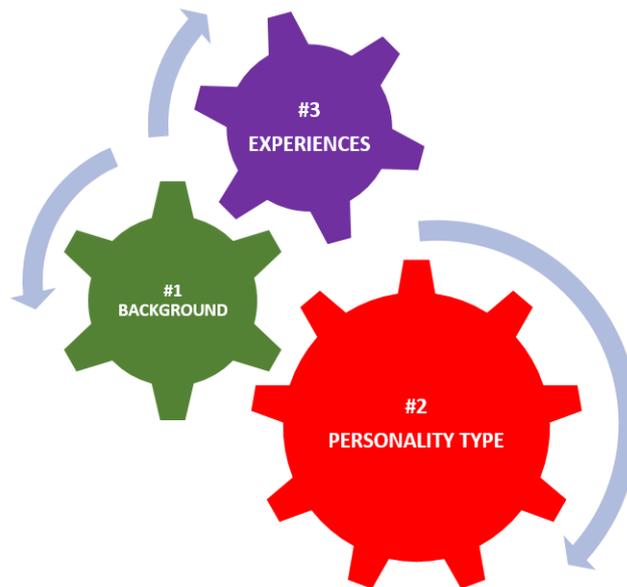
Our second step is then to have a framework model which can accurately recognize our Unique Superhero Power.

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Step #2: Recognize My USP

My Unique Superhero Power (USP) Formula

Background + Personality Type + Experiences = YOU



These 3 factors interplay to define who you are:

- Background
- Personality
- Experiences

Let's dive quickly into each one.

Background

None of us can change our background and it is an inherent part of our identity. Your background refers the family you were born into, upbringing, race, ethnicity, birth order, household income, social class, neighbourhood and education. These and all other formative influences created an impact on you in your growing up years. It is often perceived as stumbling block rather than building block of our identity.

Personality Type

Genes and environmental factors play a part in shaping your personality. There are many different tools to understand your personality. For instance, the MBTI Instrument measures your Psychological Type which predicts patterns of behaviour based on characteristics or tendencies you possess. We all have certain inborn preferences in the way we are energised, process information, make decisions and organise our external world. Your Personality Type is a big missing piece of your USP but it alone cannot solve the puzzle of who you are.

Experiences

Experiences are what you encounter in the external world as you grow up. The older you get, the more 'experienced' you become. This is the most fluid variable of the equation. The kind of experiences we attract play a part in defining our USP. However, due to failure, we tend to attach negative meaning to our experiences and our identity which leaves us stuck. We need to learn how to reframe them positively and understand what's behind the pattern.

Caution: Beware of placing too much emphasis on personality or strengths-based profiling. Besides concerns of accuracy and personal bias, even the most comprehensive tests will leave you with general categorisations.

Now that you're grounded, let's do a quick exercise.

Fill up the box in the next 10 seconds. Your time starts now!

What are some of your strengths?	What are some of your weaknesses?

When you're ready, go on to step #3 which ties everything together.

Step #3: Reconcile My USP

How did it go?

Chances are, you zoomed in on your weaknesses within seconds but had trouble filling up the box on your strengths.

And it's not your fault.

As we journey through life, we are constantly bombarded with rejection and negativity that causes us to give ourselves less credit than we deserve. This is especially true for some introverts whose unique gifts are often overlooked. I had a client who considered himself "reserved, quiet and genuine" but lacked the confidence to express his desires and unique value in a competitive real estate market.

However, through coaching, I was able to draw out the truth that resided within his heart: He longed to become a leader so that he could grow a sincere and dynamic team that truly cared about people while making a difference.

By breaking his code through an inquiry on his background, personality type and experiences, my client realised that he had the right expertise and experiences to help first-time home buyers maximise their purchase in the long run not merely as a home but financial asset. He was already the right person for the 'job' and that there were more people that needed his unique value.

Once he experienced a shift in the way he saw himself, we redefined his identity or USP as he took the next step to elevate his mission and outreach.

Hence, the secret is about how creating new perspectives and connecting the dots in your life to see patterns. It starts with unlocking your greatness.

So, for our third and final step, we are going to answer 3 powerful questions which will help you reconcile where you have come from with where you are right now to define your USP. Because without understanding where you come from, it is impossible to know who you truly are.

Are you ready to Break the Code of You and define your USP? Then grab a hot tea or coffee, plonk yourself down at your fave spot and let's get started! Time to stand out and **Be Great at You!**

1. How did your family background, upbringing and education influence you to become who you are today?

2. What personality tests have you done? What are the type descriptions that suit you the most and why?

3. How did you overcome the biggest challenge in your life and why are you proud of yourself? Have you encountered setbacks or failures? How did they affect you or make you stronger?

(read on next page)

NOT-SO-FINAL NOTE

CONGRATS on completing *The “No Apologies” USP Guide!*

If you have followed along the exercises, you may be seeing yourself through different lenses or in a new light.

The best thing about the USP formula is it’s such a powerful tool.

It’s the foundation of what I do with my clients in the full version and the more you use it, the more you will start to see new perspectives and connect the dots in your life.

When you are ready with your answers, write to me (dazzling@breakingthecodeofyou.com)!

Tell me what you feel is YOUR Unique Superhero Power. Or if you find yourself unable to answer any of these questions or stuck somewhere, I’d love to sort that out for you and give you a head start in figuring out that your USP.

Or if you’re ready to go deep, then claim your complimentary 30-minute discovery session by following the link below

<http://www.calendly.com/dazzlingchong>

I’m excited to be a part of your journey and help you gain clarity so you find the missing piece of the jigsaw puzzle or mystery that needs to be solved

[I would like to become a Category of 1 and book a complimentary 30-minute coaching session with Dazzling]

You deserve to stand out in the marketplace and leave your mark on this world. Be recognised. Be recommended. Be rewarded.

I believe in YOU.

Yours Truly,



Purpose Coach

BE GREAT AT YOU

ABOUT DAZZLING

Dazzling speaks the language of meaning and purpose.

She was retrenched, homeless, survived the death of her soul mate, and struggled to find any traction as an entrepreneur. These were the same struggles which led to her birthing a framework to discover one's purpose through the trio of background, personality and experiences.



Dazzling speaks, trains and even incorporates coaching into her workshops. Leading with and in the pursuit of authenticity, Dazzling has utilized her communication skills on a variety of platforms that allows her to make a difference. Since 2007, she has trained or spoken to more than 75, 000 individuals on issues of self-image, stress management, relationships, career guidance, communication skills and entrepreneurship.

An author, Dazzling is in the process of writing her second book titled “Breaking the Code of You: Be Great at You & Unleash the Leader Within” which includes interviews with inspiring leaders, such as, Kevin Gaskell, Former-MD of Porsche, Lamborghini and BMW.

Dazzling is on a mission: To expose myths about our true greatness, to unveil the truth behind excuses, to get people to take ownership of their birth right and ‘Be Great at You’.