



## Incredible Factor Worksheet

When I created the Incredible Factor®, I did so because I was tired of watching business owner after business owner struggle with how to stand out in the marketplace, **especially when they were at the point of taking their business to the next level.** I've learned first-hand that understanding your uniqueness is the key to leverage and scale so that you grow a business that serves you. Far too often, instead of getting clear on this, business owners continue to work harder and not smarter. Now, you have an opportunity to get crystal clear about your Incredible Factor so that in defining and owning it you can shift your messaging and marketing to unleash, leverage and ultimately scale it! This is where the real magic of growing a business happens. Every single one of my nearly six or six figure clients when they come to me does this work to clarify theirs and it is the beginning of charging higher rates, closing more ideal clients and unveiling impact that increases income.

### LET'S GET STARTED ON DEFINING YOURS!

Your Incredible Factor = Your Hot Undeniable Gift (HUG) + Your Signature Business Move (SBM) + Your Unique Value Proposition (UVP) in a client/brand magnetic package.

## THE INCREDIBLE FACTOR®





**Your Hot Undeniable Gift:** That thing that you do innately that is secondhand to you but a big deal to others. They praise you for it and your natural inclination is to say, “That was nothing.”

*Daryelle's HUG: I realized a long time ago that my Hot Undeniable Gift (HUG) was with words. I have this secret superpower with being able to help my clients create must-have marketing messages that move the crowd. I'm also gifted at strategy, I can see EXACTLY what it will require for a client to cross the million dollar mark and using my gift of words, I can help them create the right messaging and marketing to do so with ease.*

What is your HUG? (List out all things that you do extremely well that are second nature to you - meaning you didn't need a degree or certificate to do it)

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What is a story or experience in your life that clearly demonstrates your HUG?

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**Your Signature Business Move:** The strategic way that you perform your gift (the process itself) that creates an emotional connection for your client AND solves their very real problem. It's likely that you've never thought of it as a business move, but there is something about the way that you do it that makes the process unique and different. This makes success predictable for your clients.

***Darnyelle's SBM:** I should let you in on my Signature Business Move (SBM). In the land of Incredible Factor University®, we call it the Leverage Your Incredible Factor System™. It has 5 phases: define, own, unleash, leverage and scale and we use the Pillars of Business Optimization™ (mindset, messaging, marketing, sales, operations, talent, leadership and legacy) to help our clients maximize it. The process is deep, introspective and intense, but the result is massive business growth and confidence to raise your rates and position your business to serve you financially and spiritually while building a business that aligns with all that God created you to be.*

What comprises your SBM?

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**Your Unique Value Proposition:** Some people also call this your Unique Selling Proposition. This is how you stand out from others who technically do what you. When you understand your UVP, you are ready to position yourself as an expert and garner attention. How do you stand out from the sea of others who technically do what you do (in your own words)?

***Darnyelle's UVP:** And lastly, my Unique Value Proposition (UVP) a.k.a. what makes me differently clients will tell you that there is no one like me in the marketplace. And they'd be correct. The truth is, I am so much more than a business coach; I am a life changer. I transform the lives of EVERYONE I work with. Eleven years and thousands of clients and each of them has changed some facet of their life because they hired me as their business coach. Additionally, I am the best at combining spiritual principles with business growth strategy which is why our clients get results that are UNHEARD of in the marketplace. They're legit - just ask them, or better yet, [check out the interviews](#) I did with some of my clients.*



What are you doing that is getting the attention of your ideal client (or what I like to call your Audience of One)?

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What would your clients say makes you irreplaceable?

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Besides the typical excellent customer service, how do you stand out?

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What about the way you do IT makes it unique?

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Why should they work with you versus her/him?

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