

# [Ep 2] What it REALLY takes to stand out online (and explode your reach)

**Intro:** Welcome to the Seen, Sought After and Sold Out podcast. I'm your host, Danait Berhe Gaber, and I'm here to help you become the go-to expert in your industry through empathy driven messaging, potent positioning, and sales strategies backed by decision psychology. On this podcast, we talk about going deep instead of wide.

Tapping into timeless marketing strategies instead of hopping on every new trend and selling with intention and empathy. If you are ready to stop being your industry's best kept secret, then this is a show that will help you learn how to share your message in a way that gets you heard and paid. Let's dive in.

**Danait:** Hello, hello, brilliant humans. Today's episode is so juicy. We're answering the question, what does it really take to stand out online?

And what we're really asking is how do I uncover the things that make me unique and then leverage those things to get in front of the perfect people and sell more of my offers.

However, a lot of the advice around standing out tends to be either surface level or relies heavily on things that might change or relies on trends that will die soon, which is obviously not ideal, nor does it help us get results.

So in this episode, I'm gonna teach you the difference between primary and secondary differentiators, and then I'm gonna tell you the three timeless differentiators that you actually need in your business to stand out online.

Let's get into it.

As entrepreneurs. We know that standing out online is so crucial to our businesses because it helps us be seen as the go-to expert. It helps us connect with more of the perfect fit people who really want the solutions that we are providing, and it also helps us sell our offers with ease.

But there's also so much noise online. So how can we stand out more effectively?

A lot of the advice that

I see online around this topic focuses heavily on getting you seen or being recognized, and you might be thinking, Well, isn't that a good thing?

Well, yeah. Recognition is important. Recognition is about someone seeing your content out in the wild and being able to say, oh, that graphic looks like so-and-so's content, or so-and-so's branding or so-and-so's colors and fonts.

And because a lot of the advice out there is around being recognized or being seen. We think that in order to stand out online, we need a fancy website or expensive branding like cohesive colors, fonts, and graphics.

And while none of those things are bad or wrong to have standing out online is about a lot more than just being recognized.

The most important piece of standing out is being remembered.

If you want to be positioned as the go-to in your industry, it isn't enough that people see your graphics out in the wild and recognize that it's you.

They also need to remember who you are, what you're about, who you serve, what problem you solve, and what transformation you help them achieve.

the fancy website and branding don't help you get remembered. They help you get recognized, and these are what I would call secondary differentiators.

What we need in order to be remembered is primary differentiators, and I'm going to tell you about the three primary differentiators you need in your business.

But before we dive into that, I want to first define what primary and secondary differentiators are and what makes them different

from each other, and why we need both.

Secondary differentiators are things that are mostly going to help you be recognized. These are things that can be replicated or copied, so they aren't unique to you a hundred percent.

Some examples of this are websites, branding, the platforms you show up on your colors, fonts, all of those things.

Now before you. Brilliant humans come at me with pitchforks. I know and understand the value of branding and

having a quality converting website, but again, these are things that can be replicated or copied. Someone can come across your website.

and think, oh, this

looks

really great. I'm going to replicate this exact design on my website.

There are tools that help people figure out what colors and fonts you're using on your website.

And even though having unique to you branding colors, fonts, a nice website that helps people to convert into paying clients is really important.

These things are not differentiators in and of themselves. They only become unique to you when they are paired with your primary differentiator.

Primary differentiators, on the other hand, are things that help you be remembered. These are things that can't be replicated. These are unique to you and you alone and your brand alone.

There are three primary differentiators, your differentiating message, your differentiating voice, and your differentiating genius. I'm gonna break down what each of these differentiators are, what they mean, and also how you can start to uncover them in your own business and start utilizing them so that you can stand out.

**Ad Break:** Hey, sorry to interrupt. We'll get back to the episode in just a few seconds. But really quick, I wanna share a free resource with you. It's my messaging magic quiz. This free two minute quiz will help you identify the messaging and positioning elements you might wanna tweak in order to get seen by your perfect people and accelerate your sales.

You can find the quiz over at [messagingmagicquiz.com](https://messagingmagicquiz.com). Again that's [messagingmagicquiz.com](https://messagingmagicquiz.com). Here's to getting seen and sold out. Now back to the episode.

**Danait:** Let's kick it off with your differentiating message.

This is a rallying message that stands out above the noise and starts to attract the right types of people into your community. People who resonate with this message and connect with it and feel like, oh, this is someone I can learn from. This is someone that I can work with and this is someone who can help me.

This message is crafted from your specific vision and how you ultimately want to help your community. How you want to help your audience, what is the transformation that you're helping them to get?

Your differentiating message will help you to define who you help, what you help them achieve, and why it should matter to them.

So what goes into your differentiating message? There are two pieces or two elements that are a part of your differentiating message. These two things are your purpose and your movement.

First, you need to clarify your purpose, and then we'll turn it into a purpose statement, which I'll share with you in a little bit how to do that.

Your purpose answers the question of why does your business exist, and I'm not talking about your why here. Our whys tend to be more personal and directly tied to our own personal lives or our own personal goals and vision.

What I'm talking about here is purpose in regards to your ideal clients.

Why does your business exist for your clients? Why should it matter to them that this business exists?

So your purpose is more focused on an external why as opposed to an internal why.

Once you clarify your purpose and get your purpose statement written out, this becomes an internal messaging element that will guide what you talk about and what you offer and how you do those things.

Now that you have this purpose nailed down and you've answered the question of why does my business exist, a very basic way to structure your purpose statement is, my business exists to help audience achieve transformation.

So where it says my business, you're going to insert your business name. Where I said audience you're going to insert the name of your audience, whether that's established entrepreneurs, moms of toddlers, whatever that looks like. And

where I said transformation, you're going to insert the transformation that you helped them provide.

I'll give you an example.

Let's say for example, that your company is named the Awesome Co. You are a brand and website design agency, and you help your clients show up more confidently and professionally online.

So your statement would read the awesome coexist to help established entrepreneurs show up professionally and confidently online.

See how that works?

I said there are two pieces to the differentiating message element here, and the first one was purpose. The second one is movement. So what you wanna do is take your purpose and dig even deeper to find your movement.

Based on the purpose that you uncovered and the purpose statement that you created, I want you to answer this question.

If your business or your brand was leading a movement what would that movement be?

There are two ways that you can think about this question and answer this question.

One is thinking about it from a place of what are you helping your audience move away from? Or you can think about it on the flip side of the same coin there. What are you helping your audience move towards?

I want your movement statement to be something that's short and sweet. Think about it, like something that can be turned into a hashtag or be put on a t-shirt

It's okay as you're doing this exercise, if it starts out long, but you'll want to sit with it and shorten it so that it can kind of become this rallying idea that your audience can get behind. And it starts to build a community around your specific message and your specific ideas.

Next step is your differentiating voice. So we covered our differentiating message. Now we're moving into our differentiating voice.

And if you've ever done any sort of branding work, branding, identity branding, design work, you've probably heard of your brand voice. And what they're talking about in branding typically is your tone of voice.

So are you silly or serious, or are you warm and inviting, or are you funny and sarcastic? But that's not what I'm talking about here. Those are secondary differentiators.

When I say you're differentiating voice, I'm talking about your thought leadership, or in other words, your perspective

I consider your perspective a primary differentiator because it is unique. Your unique set of experiences, background, wisdom, and ideas can't be replicated in the same way someone else could potentially have the same background experiences as you, but they're not going to interpret those background experiences in the same way that you are.

And so all of your unique experiences combine to create a very unique perspective that you bring to your work.

Now this differentiating element can be hard to figure out and it can also be the hardest one to share.

It can be hard to figure out because there is a lot of noise out there and our perspectives can get drowned out in that.

So the fix to that, and to make this process a little bit easier is to reduce the noise.

Getting to the root of our unique perspectives requires that we shut out the noise, that we tune out everybody else's voices so that we can hear our own.

Your perspective, needs you to tune into what are my unique experiences? What are my unique ideas? What are the things that I wanna share, And why do I wanna share them? Why do I think they're important? And in order to do that, we need to become creators instead of consumers.

When we are consumers, there's a lot of noise that clouds our own perspective, our own ideas, our own judgment. And so we need to reduce the noise in order to sift through all of that to uncover our unique perspective.

It's also the hardest to share because it's the most vulnerable.

Putting your ideas and your perspectives out there opens them up to criticism and to people pushing back or not agreeing with the things that you're sharing.

I know there have been many times where I haven't shared my ideas or my perspectives because it felt too vulnerable. I didn't want to open myself up to criticism or to people pushing back or not agreeing with the things that I was sharing.

But one of the things that helps me the most is to think about it from the perspective of my perfect fit person and what I believe will help them get results.

Whenever I feel like, Ooh, I don't really wanna share this perspective or this idea. I always ask myself the question of, do I truly believe that this is the way that my perfect fit person can get results? Do I believe that this idea is going to help them get one step closer to the transformation that they're looking for?

If the answer is a resounding yes, then I share it.

Hopefully that helps you to feel a little bit less anxious about sharing some of your perspectives and ideas, because this is one of the most critical things that is going to help you to stand out and stand apart from other people in your industry who may be doing the same things or talking to the same exact audience that you are.

Okay, so how can you clarify your perspective?

There's a few different ways, that you can get clear on your perspective, but I'm going to share a handful of questions that you can answer to help you get clear on what your unique take is, on the topics you talk about, and the problems that you solve for your audience.

Here are the questions.

Number one, what does my audience do that I know is not helping them get the results that they want? what do I think about that?

I want you to sit with that question. Jot down some things you might have just a few things to say, or you might have a ton of things to say.

Usually we have a ton of things to.

Second question is, what does my audience think that they need to have in place in order to get the result that they want?

Or they feel like I need to know this thing first before I can get the result that I want that you know, just isn't true?

What are those things? Write those down.

The next question is, what does my industry say is the answer to my audience's problems that I don't agree with?

What are things that other people in your industry might be saying, this is the way to get that result that you're looking for. This is the answer to that problem, but you don't agree that that is the way to get that result.

Last but not least, this is similar to the last question, but could be potentially different based on your audience and what it is that you do. What does society say is the answer to my audience's problems that I don't agree with?

Take a minute to actually sit with these questions and answer them and jot down some ideas, and then start to think about how you can start sharing these with your audience.

Because the more you share your ideas and your perspectives, the more they're going to remember you and how you uniquely think about the problem that they're having and how you uniquely solve that problem.

These are the things that are going to help you be remembered, not just recognized.

We've covered your differentiating message, your differentiating voice. Lastly, let's talk about the third differentiating element, and that is your differentiating genius.

Your differentiating genius is what makes your offers stand out so that your audience sees it as the only solution to their problem.

The way I like to think about this is what is your framework?

Some other words you might have heard used to describe this might be your process or your methodology.



When I talk about your framework, your process, or your methodology, what I'm really asking you is what is the unique process that you walk your clients through in order to help them get to the transformation that they're looking for?

Now, whenever I talk about creating a framework, a process, a methodology, I always get a ton of pushback because number one, it's the hardest piece to really develop and create, especially if you don't have a process and a system for how to create frameworks.

Number two, people who provide one-on-one services or customize their offer for each client feel like, well, I don't have a process because my process is unique every single time, but that isn't true. There is a process that we all walk our clients through to help them get to the result. We just haven't written it down yet.

I'm actually gonna walk you through a process for how to develop your framework or your process or methodology, whatever you wanna call it.

You're gonna wanna take a piece of paper and lay it down landscape style so that you have the most room to work with.

On one end you're going to write down where your audience is starting from and on the other end of the paper, you're going to write where they end up after they experience the transformation.

So for this you can either write descriptive words describing who they were before and who they become after the transformation. Or you can write out a list of the things that they were struggling with before, the transformation and what their life looks like after the transformation on the other side of the paper.

I'll share an example once I share the rest of the steps.

Now we have on one side where our clients are starting on the other side, we have where they end up after the transformation.

Then in between where they start and where they end up, I want you to write out every single step that is required to help get them to the transformation. Get as granular as you need to with this..

Let me give you an example. Let's say that for instance, you help your audience set up systems in their business.

On the left side where they're starting out, it might say, struggling with setting up efficient systems and feeling overwhelmed. That's where they're starting out.

On the other side where they would end up, it would say fully systemized business and feeling a sense of freedom and control in their business.

The steps required might look like. Define their values, define what they want their business to look like, audit their current systems, plan, the systems that they need to set up and put in place. You get the idea.

Now that you have everything laid out in this, way, what I want you to do is take a look at the steps you've written out and start to group steps together that are similar or that need to be done together, and start to narrow down this list to three to six steps.

Once everything is all said and done, you want to be left with a framework that has between three to six steps.

You don't want it to be longer because that can become super overwhelming and also make it more difficult for you to talk about it with your audience.

You may also need to sit with these steps and with this finalized framework for a little bit because things will shift and change. You'll get new ideas, you'll get better ideas, you'll figure out how to group things a little bit better over time.

Once you feel like you have a finalized framework, I always highly recommend branding it and creating some sort of visual that allows you to showcase this framework so that it's easy for you to share with your audience, put on your website and use it as a way to differentiate yourself from other people who solve the same problems or speak to the same audience that you do.

That's all there is to it, friend. Now you have a framework that is unique to you.

Okay, how are you feeling? Does thinking about your purpose and movement, your perspective and your framework, make you feel more confident in the work that you're doing and help you to see that you are truly one of one in your industry?

Well, it should because these are the differentiators that don't change, that are not based on platforms and trends that will come and go.

They are based 100% on what makes you unique and one of one in your industry.

These are the things that will help you not only be recognized in your industry, but help you be remembered and help you connect with the right types of people and convert them into paying clients.

**Outro:** Hey there. Thank you so much for listening to this episode. All the links and resources mentioned in today's episode can be found in the show notes. Before you go though, can I ask you for a quick favor? If you found this episode valuable, please share it with a friend and leave a rating or review your shares and reviews.

Help us connect with and help even more entrepreneurs just like you. So thank you. I'll catch you in the next episode, but until then, remember, your message is meant to be heard, so go out there and share it.