



The 3 Key Components

You Must Get Right To Sell Online

**Know Your Product:
Unique Mechanism**

Know Your Product

The Marketing Elements

1. The Primary Promise (PP)
2. Unique Mechanism (UM)
3. Bonuses
4. Risk Reversal
5. Delivery Method
6. Proofs
7. Features
8. Benefits
9. Price/Offer Terms
10. Product Name

Know Your Product

The Marketing Elements

1. The Primary Promise (PP)
- 2. Unique Mechanism (UM)**
3. Bonuses
4. Risk Reversal
5. Delivery Method
6. Proofs
7. Features
8. Benefits
9. Price/Offer Terms
10. Product Name

Unique Mechanism (UM)

The Unique Element In Your
Product/Service That Makes It Work Or
Delivers The Primary Promise

Unique Mechanism (UM)

How To Find (Or Craft) Your Unique Mechanism

- Is there a unique ingredient?
- Is there a unique combination?
- A unique quantity or amount?
- New technology?
- A new process?

Naming Your Unique Mechanism

1. It should make sense
2. It should be unique
3. Don't get too cute or too techie
4. Good rule of thumb? Name it what it is or what it does.

Unique Mechanism Examples

“Muscle Confusion” (P90x)

“Retina Display” (Apple)

“Purified Water” (Schlitz Beer)

Unique Mechanism Examples



"How To Sell At Margins Higher Than Your Competitors"
(Lawrence L. Steinmetz, William T. Brooks)

Unique Mechanism Examples

”P90x Muscle Confusion” (P90x)

“Retina Display (Apple)

“Purified Water” (Schlitz Beer)

“Hemi Engine” (Chrysler)

“Boost/UltraBoost” (Adidas)

My Copy Example

U.M. = “Worship Piano Skill Sets”

You see...as a professional musician...

I began to see patterns in the way pros played.

The patterns weren't overly complicated but sounded fantastic!

*Well...based on those patterns I created something called “**Worship Piano Skill Sets**”.*

And this is really what makes it possible learn to play so quickly.

STOP HERE

Take some time now to discover,
define, or come up with your
Unique Mechanism (UM)

Next Up...

Know Your Product: ***Bonuses***



The 3 Key Components

You Must Get Right To Sell Online

**Know Your Product:
Unique Mechanism**