

OWN YOUR MILE

DEFINE YOUR ONLYNESS AND
GROW YOUR SALES

**OWN
YOUR
MILE**
MARKETING SERVICES
THINK GLOBAL. ACT LOCAL.



HOW TO DOMINATE YOUR NICHE AND MAKE YOUR
COMPETITION IRRELEVANT

HASSIBA BRAGGS

- ownyourmile.com -



CREATING YOUR ONLYNESS STATEMENT

***HOW TO DOMINATE YOUR NICHE AND MAKE YOUR
COMPETITION IRRELEVANT***

OwnYourMile.com

Own Your Mile Marketing With Hassiba Braggs

DEFINING YOUR NICHE AND CLAIMING YOUR *ONLYNESS*

There is a pervasive myth that we have to outwork, outmarket, outpromote and otherwise outthrustle the competition. Since there will always be someone with more resources (time, energy, staff, money, etc.) it is virtually impossible to always beat the competition.

We have been told to differentiate our businesses, which involves staking out a market position that we can own and defend vigorously. When you are the only Amazon, Tesla, Facebook, Dallas Cowboys or Mayo Clinic, that works. They stand alone because of their visions, designs, approach or some other outstanding quality. These organizations have achieved a state of "*ONLYNESS*". Even the Dallas Cowboys, who compete in a league with thirty-one other teams are the *ONLY* one that is called "America's Team".

First coined by Brand Design Strategist Marty Neumeier in his book *Zag*, defining your *ONLYNESS* is a game changer for your business. When you are the *ONLY* in your category, you can run around the track while others are running in place. As long as you focus on your *ONLYNESS*, everyone else in the category has to adjust. When you give your customers an easily articulated differentiator that helps you achieve your *ONLYNESS*, you will have a competitive advantage that is not easily taken away.

Figuring out your *ONLYNESS* is not a five-minute exercise. The things that seem to stand out to you may not seem so unique to everyone else. Make sure your advantage is so unique that your customers notice it and would not want to go without it.

Is it truly unique and compelling? Is it based on a transformational innovation that your customers must have and can notice? In other words, is it enough of a difference to make a difference?

Lyft and Uber certainly would fall into this category. *ONLYNESS* can be created by an incremental innovation. Think about companies like Legalzoom (online legal services), 1800 Contacts (contacts delivered to your home) or Blue Apron (prepared/proportioned meals). At one time, they were the only in their category. At the time of this writing, Blue Apron, had upped the ante by adding Beyond Meat to its offering in a way to reach consumers with plant-based diets.

When you have established your *ONLYNESS*, you can dominate a category or start small and grow it over time. As long as your customers understand the differences, they will become advocates for your brand.

Now that you have the principle, I have included a more detailed exercise here to help you identify your *ONLYNESS*. It is very similar to how authors approach storytelling: **WHAT** is your category? **HOW** are you different? **WHO** are your customers? **WHERE** are they located? **WHEN** do they need you (underlying trend)? and **WHY** is your offering important....what is the Total Need you are satisfying?



How To Create An ONLYNESS Statement

Defining your "ONLYNESS" is game-changer for your small or local business as the "ONLYNESS" statement provides a structure for your points of differentiation. As long as you focus on your ONLYNESS, everyone else in the category has to adjust. This worksheet will help you articulate your ONLYNESS.

When figuring out your "ONLYNESS", think about the differentiators you might have in the following areas:

- An appealing design or feature.
- A new technology or a benefit is that is not currently offered.
- A shared interest or passion or passion for certain types of food, wine, music, etc.
- A connection to organizational values such as those observed by those that follow companies that are concerned about childhood hunger or the environment.

WHAT	
HOW	
WHO	
WHERE	
WHY	
WHEN	
ONLYNESS EXAMPLES	<ol style="list-style-type: none"> 1. Princess Palette is the (WHAT) ONLY training course that liberates you from the 9-5 grind (HOW) by delivering a supported hands-on, step-by-step guide to establishing a profitable small business to (WHO) busy professionals (WHERE) in the US, (WHY - Total Need) who want an income and a family (WHEN - Underlying Trend) during an era of flexible opportunities and life/work balance. 2. Hooters is (WHAT) the ONLY chain of restaurants (HOW) that hires overtly sexy waitresses for (WHO) male customers (WHERE) in the United States, FL who want to indulge their libidos (WHY-Total Need) (WHEN) in an era of strict political correctness. 3. Harley-Davidson is (WHAT) the ONLY motorcycle manufacturer (HOW) that sells big loud motorcycles for (WHO) macho guys (and macho "wannabees") (WHERE) mostly in the United States (WHY-Total Need) who want to join an gang of cowboys (WHEN) in an era of decreasing personal freedom.

THINK GLOBAL. ACT LOCAL.



About Own Your Mile



Own Your Mile is a Hyperlocal Marketing Agency that supports small and locally owned businesses (including franchise locations).

We recognized that small and local businesses were utilizing the same tactics that larger brands were using but were not seeing favorable results. So we developed systems to ensure that the right strategies were developed to build local brands and grow sales.

We can help you with the following solutions:

- Marketing Calendar Planning
- Local Store Marketing
- Website Optimization/SEO
- Creative Development
- Social Media Campaign Management
- Done For You Marketing

For more information on how you can Own Your Mile,
visit www.ownyourmile.com

THINK GLOBAL. ACT LOCAL.