

BY JEFFREY VAN DYK

Sharing Your Unique Genius With the World

The
COURAGEOUS
MESSENGER

You were born competition free

In the history of all of humanity, there's never been another person with your exact life experiences, training, and skills… let alone your unique calling.

You aren't meant to *compete* in the market - you're meant to ***connect*** with the people you're designed and called to serve.

And when you know precisely who they are and what they need from you (that they can't get anywhere else), connection is what happens...

With ease, with grace and with incredible effectiveness.

That's when your marketing message truly supports your mission - growing your income and reach with purpose.

The challenge is that if you're like so many of the people we serve, you don't fit neatly in a box - and neither does what you do.

And yet, every time you go to market yourself (and get marketing support and training), you are told to fit inside a predefined market and a prescribed ("proven" formula) way to market yourself.

But my friend - you've never had success taking the typical road, have you?

If you're like so many of the folks I work with, you're a bit of a queer duck (as my business manager Pat says). Here's what I mean by that - you've never easily fit in. You ask questions other people don't ask (and maybe don't want you to ask). You see things other people don't see and do work that is truly unique to you.

Bottom line - you've always been a bit of an outsider, never been able to neatly fit into convention… and you weren't meant to!

It's your unique calling, inner guidance, perspectives and insights you've built over the years of doing what you do that bring potency, effectiveness, and a special kind of magic to your work!

That magic isn't meant for just anybody. It's meant specifically for the people you're called to work with.

And the longer you go sounding like everyone else and trying to fit in with your marketing message, the longer you will go unrecognized by the very people who need you most.

The people who will value what you do most, and will be the most loyal and grateful for your work, will happily pay for your work - even at premium prices, because they know it's premium work, and who will be the most engaged, meaningful clients for you to work with.

But you can't do that work with those people if your message isn't working.

You can't connect with them if they can't see you.

You can't command premium prices if they don't see the true value of what you've got, that's specifically tailored to them.

It's hurting your bottom line (you could be generating 10x as much if you had this dialed in).

It's also hurting your sense of purpose and mission, because you're not working at the scale and impact levels you dream of and feel called to.

"I believe that business is being used to evolve humanity - and that you and I are on the forefront of that evolution."
Jeffrey Van Dyk, Founder, Courageous Messenger

How to focus on the 1 square inch you can drill a mile deep in your marketplace

It's the spot where you have no competition. A spot where your best clients recognize you and stop looking for anyone else almost immediately (I know that sounds like hype, but frankly, it happens all the time for our clients). A spot that is deeply and truly you, and leverages all your talents, without boxing you in.

Now, if you're like so many of the folks we serve, you know deep inside that there is a special place in the market that is yours, and yours alone… you just don't know where it is or how to find it, right?!

Here's why addressing this is so important…

Marketing is a waste of time if you don't know the 1 square inch of the market place YOU own

Unfortunately, most marketing and copywriting trainings and mentors won't help you solve this issue. They're trained to move products, not minister to people.

Too many of them are asking the question "what are people buying" by identifying an established market where they know people are buying, then tell you to lower the bait on your fishing pole there.

The problem is that doing just that turns you into competition.

The challenge is that marketing WHAT you do alone actually *commoditizes you* rather than has you stand out!

It makes you look and sound like so many others… which can be incredibly frustrating when you know you've got something truly unique to contribute.

It also keeps the right people from recognizing you and working with you, which hurts your bottom line and keeps you from doing your best work with the best people.

Your job is not to market the same stuff everyone else is selling, leaving your genius locked away. You aren't meant to compete against other competitors, you're meant to ***connect*** with your unique customers.

Remember, you were born competition free!

You were never meant to fit in – you're here to lead the way

So, how do you do that?

It starts with discovering the 1 square inch in the marketplace you can drill a mile deep where the clients who need you reside.

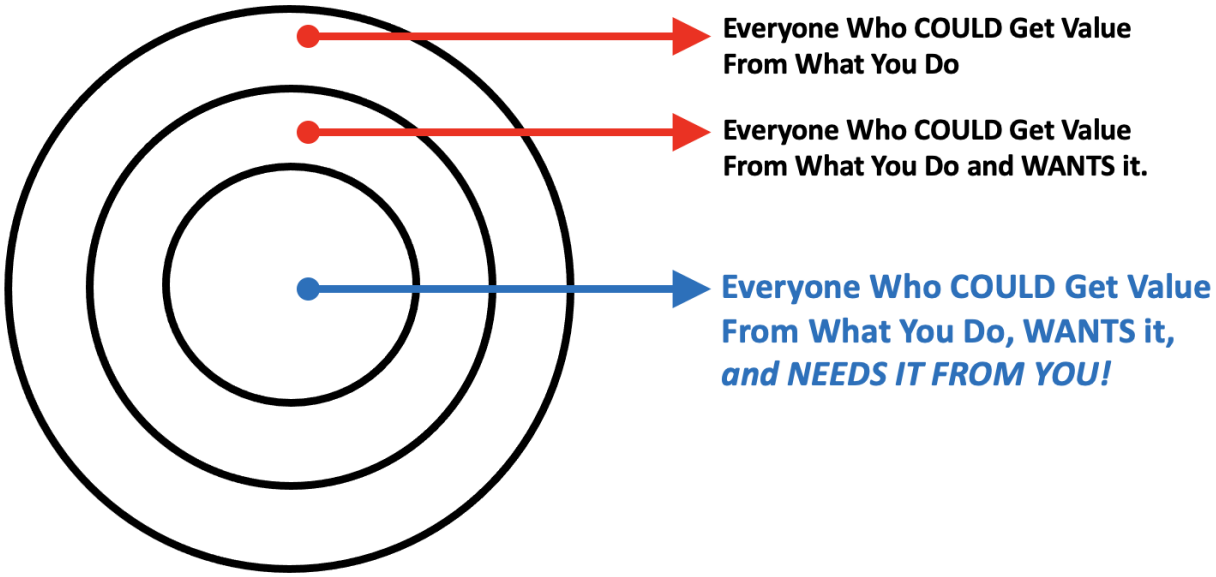
So instead of being known as a jack of all trades, you're known as THE place to go for the unique work only you can do.

This 1 square inch is found at the intersection of WHAT you do and WHO you serve! When you're marketing WHAT you do alone, you're marketing to everyone who might be interested. The problem with that is twofold:

1. It puts you into what marketers call the "red ocean." That's where all the sharks are competing for the same meat (making the ocean bloody). You're competing for people's attention, care and buying power.

2. If your business is an expression of your calling, you aren't MEANT to serve everyone.

Think about it this way… there are 3 groups of people, and you should only concern yourself with one of them: (see diagram on next page)

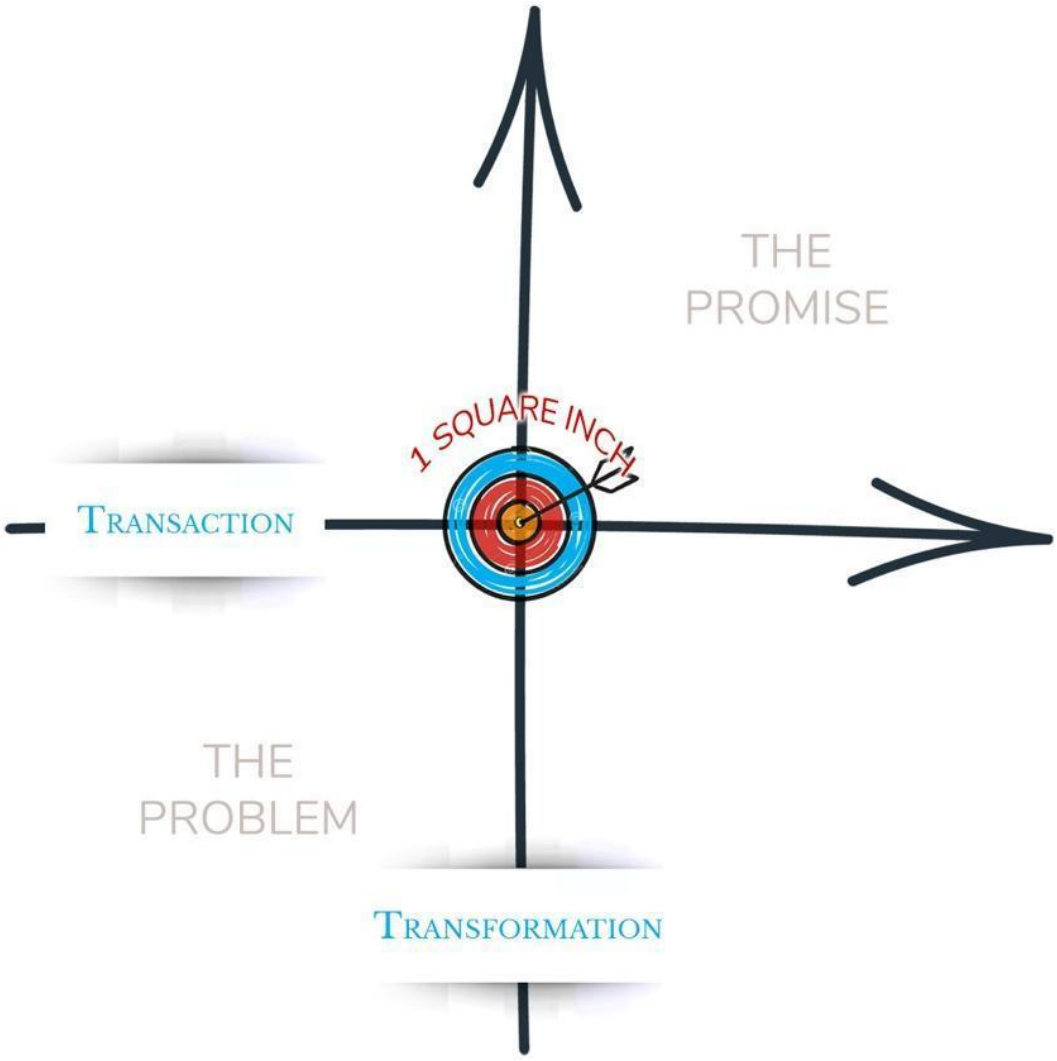


But when you add the additional ingredient of precisely WHO you serve, you discover the **unique audience that needs what you've got – and needs it from YOU.**

I consider WHAT you do to be the *transactional* side of work… you have a problem and I have a promise. It may be a problem other people market to, and my promise may be similar to promises other folks make. That's why this alone makes you a commodity in your market.

But the WHO you serve is related to the *transformation* you provide. This isn't just a set of demographics, like "spiritual women in the 2nd half of life" or "Startup CEOs in Silicon Valley." These are the people who want what you've got, and need it from YOU specifically because of your history. They need it because they've exhausted the solutions they can see from the paradigm they are living in.

In other words, your best clients require the transformation you offer in order to get the result you promise. That's why your TRANSACTION (what you do) + the TRANSFORMATION you offer (who you serve) = the 1 square inch you can drill a mile deep in your market. These are the folks that want what you've got and need it from YOU.



Once you are able to clearly identify and articulate your unique offer, **others will recognize you** and want to work with YOU leaving no competition because no one is like you.

Case Study

Here's an example of how one of our clients discovered her 1 square inch by combining the transaction (what) she offers with the transformation (who) she serves.

Isabelle is a career reinvention coach. On the level of WHAT she does (landing a job you love), she's got lots of competition. Worse, most prospects have no idea who would be best for them!

Fortunately we addressed that by discovering the transformation her people need and identifying the precise audience who wants what she's got and needs it from HER. They are people who were raised to live a life of "shoulds." This includes the type of people they *should* marry, the types of neighborhoods they *should* live in… and yes, the types of careers they *should* have.

The challenge for Isabelle's clients is they search for their new "dream career" inside their current paradigm of living a life of "shoulds" – but the career they love can't be found inside of that paradigm.

Isabelle knows she needs to help her clients transform from a life of "should" into a life and paradigm of true freedom, because only inside that paradigm can they discover the career they will actually love.

The question you may be asking yourself is, "how did Isabelle know which paradigm she's here to help transform for her audience?"

It wasn't just a guess – not even an educated guess. It's the major paradigm **she had to transform in her own life.**

See, just like Isabelle, your life has trained you in particular patterns and paradigms. These are things you've struggled with, battled against and learned from. It's what I call your "Life PhD."

By discovering the underlying patterns in your life's traumas, wounding experiences and struggles, you can discover the underlying pattern and paradigm you're here to transform for your market.

It's these underlying patterns that create the paradigm your people are living in… and your best clients CAN'T get the result you promise without a transformation in the paradigm they are living.

Isabelle's clients CAN'T land a career they love while searching for it inside their "should" paradigm. They need someone to help them dream again, to risk going for what lights them up, to have the courage to make meaningful life-change in order to discover and land the career they love.

So what about your clients?

What's the paradigm they need to change in order to get the promise you offer? What's the "Life PhD" your journey has given you?

Discover that and you'll see the 1 square inch you can drill a mile deep in your market to be competition free. Because there's never been another person with your exact life experiences, training, and skills… let alone your unique calling.

"I've more than doubled my rates and more people are saying "yes" than ever before. Best of all, I don't have to convince people to do my program - they just know, "I have to do this!""
- Erin Alexander

More about Life PhD and how to be competition free

It's been my experience that people who are drawn to download this guide have been called to change this world. The scale of that call may differ from person to person, but the call itself is one we share.

If you'd like to learn more about how to discover your "Life PhD" and apply it to your positioning - and how that can help you create incredibly tailored, targeted

messaging your perfect clients will respond to, then check out our free in-depth training video that will help you learn precisely who you're here to serve and why.

You can check it out the **free training video** here: [How To Be Competition Free]

"No other business mentor had integrated spirituality and wounds with marketing, and I had a 'knowing' that Jeffrey's my guy. The greatest benefit of our work together is that I now cut through the noise with my message and people instantly recognize that I am THEIR guy!"
- Chris Angell

We're at a time in history where we collectively want a new story for humanity - a liberating story that lifts up people and this planet into something we might call heaven on earth.

About the Courageous Messenger

The Courageous Messenger is a place where coaches, consultants and change-makers do the soul work to pinpoint exactly who they are here to serve, craft their unique body of work and develop the authority to create true change in this world… then do the strategic work to turn their soul-work into a powerful business. Our clients develop precise positioning, targeted messaging and captivating offers that their audience wants and responds to with ease. In other words, it's a place where business acumen meets spiritual activation, where marketing is a ministry and where outsiders become well-known way-showers. Visit us at https://thecourageousmessenger.com/

Interested in more?

Check out our podcast series, ***Jeffrey's Insights***. Every Tuesday Jeffrey Van Dyk offers a weekly transmission designed to activate your vision and sharpen your resolve so YOU can lead your audience, bring paradigm change to your industry, and live your mission fully.