# Becoming CompetitionProof™

The Principles Quick-Guide

The CompetitionProof System™ is a proven process that isolates exactly what attracts your ideal buyer to a conversation. That conversation unlocks the "deep helping pathway," free of labels, commodity messaging and the resistance that comes from trying to be special instead of being it.

## How You Stop Creating Your Competition

**1. Stop thinking and talking like the competition.**

**2. Stop wearing a commodity label.**

Say "I'm a [photographer, dentist, coach, HVAC, Plumbing Co….]" and you're just like everyone else who says it.

**3. Stop investing in the same distinctions.**

Price, speed, quality, features, benefits: everything your competitors talk about.

**4. Stop feeling like you have to win.**

You can't be copied when you stop copying. Become so helpful to the real humans you serve that you know your value beyond your core service, and reveal how exceptional you already are. (Your enough doesn't need more!)

**5. Discover that deep helping is magnetic.**

Dig so deep into ways to help that you'll never again question your value, or wish people knew you're great or enough. You'll be a world apart in the minds and hearts of your buyers, and first, to yourself.

## What This New Freedom Really Looks Like …

You aren't just a great photographer (or doctor or plumbing company) with passion. Every photographer says that. What you'll discover is a specialness and helpfulness beyond the photography. [insert any service label… it works]

Case Study: **There's nothing more commodity than oil. But Putnam Fuel discovered "We keep your kids safe," and it was true. Now nobody could compete. How could they?** (They hit record revenue in only 2 months – ask for details!)

## What Changes

You'll see your business so differently it'll never be the same. You'll calmly communicate your value, knowing nobody in the room can say or do what you're about to offer. It feels refreshing, and it's very good for business. If your product or service genuinely helps people, this amplifies your value many times over. When you know it, nobody needs to validate it.

## Start Here: 7 Principles

1. Relax in your enoughness. In any room, stay calm, focus on others and let them come to you.
2. Helping is attractive when you believe, deep in your bones, that nobody's got what you've got.
3. There's only one YOU. Your real distinction isn't on anyone else's website or in their pitch.
4. Know, live and give your real distinctions, and nobody can win by copying you. Ever.
5. Yelling, marketing and persuasive selling don't make you special or distinct.
6. Be crazy consistent at being YOU. Find your juice. Live it. Obsess over helping, and own your delivery.
7. The Science of Deep Helping Intelligence™ reveals what the market hungers for. Match it to your calling and specialization with the CompetitionProof System™. That's what makes it work.

## Your Next Step

These principles change how you show up. The CompetitionProof System™ finds the distinction your buyers will value that no competitor can claim, using seven questions you've never heard before and real research into your best buyers. The result: a category of one.

**Start with a free 30-minute conversation.** We'll look at where you're creating your competition, and you'll find it both shocking and refreshing.

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