

How Will You Stand Out?

You can stand out by standing UP.

UP is your **U**nique **P**osition.

You are going to add value in the industry of online learning by being your authentic self. This means, you are not going to focus on what other people are doing or what other people are offering. You have to think about what makes you unique and different from everyone else.

This worksheet will give you the self-awareness to identify your Unique Position and not only help you stand out, but help you stand UP.

Unique Position Statement

I am **[Name]** and I reside in **[Location]**. I am a/an **[share how you identify]**. I am offering **[what you are offering]**. I have a unique perspective because **[what makes your perspective unique]**.

[Share the skills, experience, and expertise you are offering]

[Share some interesting information about yourself unrelated to your offer]

[What is your WHY]

This can help you create your bio, it can be used to develop press releases, it allows potential clients to get to know you, and it will help you stay focused on your goals.

Knowing Your Unique Position

1. Identity
2. Wins and Accomplishments
3. Expertise and Experience
4. Personal
5. Knowing your 'WHY'

#1 What is your IDENTITY

Who are you? What makes you unique?

IDENTITY is not exclusive to race/ethnicity, gender, or religion—it can also be age, birthplace, socioeconomic status, household status, sexual orientation, eating preferences, etc. Your IDENTITY is how you identify and/or how others identify you.

#2 WINS & ACCOMPLISHMENTS:

Make a list of your achievements. Include some of the goals you want to achieve and how you plan on obtaining those goals.

#3 YOUR EXPERTISE AND EXPERIENCE

Think about the top questions people ask you? What are the answers. Consider how you can sell your course based on how you answer and what people are asking.

#4 Personal

What do you enjoy doing? Who are you outside of your course? You may find that common interests are what draws in potential clients.

#5 Knowing your 'WHY'

What is driving you? How or why does your course give your purpose?