Leverage Your Uniqueness
Fun Sheet

Instructions:
Watch the corresponding training video, then grab your favorite journal or open a fresh online document to complete the exercises below. It’s called a Fun Sheet for a reason — so have fun!

You are brilliant and one of a kind. There has never been, nor will there ever be someone with your unique gifts, skills, ideas and perspective. If you don’t share the greatness of who you are, the world has lost something truly irreplaceable. Use this Fun Sheet to identify and refine your U.A.P. — Your Unique Awesomeness Proposition and Create An Arsenal of Stories.

Note: If you print this Fun Sheet, any links you find will be listed in the Recommended Resources section of this lesson.

PART 1
Your Unique Awesomeness Proposition

WHY THIS MATTERS
Imagine you have two circles, one in each hand. You’re holding your hands wider than shoulder width apart. In your left hand, you have your Ideal Customer, which includes all of her hopes, dreams, fears and frustrations. Based on all the work you just did, you have a wealth of understanding about who you’re meant to serve.
In your right hand is your U.A.P. Average entrepreneurs don’t know what their U.A.P. is, meaning they don’t know their specific strengths, quirks, perspective and style. They haven’t taken the time to excavate, examine and appreciate what makes them truly unique. When you have your left hand very far apart from your right hand, there’s a gap in the middle. That gap equals fear, a lack of confidence and less than ideal results. That’s how many entrepreneurs operate and it’s an old school model of business. People chased the dollars, tried to exploit “opportunities” without deeply understanding the people they hoped to serve, or understanding or leveraging their own personal uniqueness.

Here in B-School you’re learning how to blend a deep and genuine understanding of who you serve with your core strengths, uniqueness and gifts. This is all about finding that sweet spot: that purposeful, joyful, clear place where your greatest gifts meet your customers’ deepest needs.
10 THINGS YOU LOVE

Write down at least 10 things you love: quirks, passions, hobbies, guilty pleasures, hidden talents, secret obsessions. Maybe you’re like me and love zombie movies or Game Of Thrones. Perhaps you love cheese, animals, silent films or collecting trains. These seemingly trivial details can make a real difference for your business, help you separate yourself in a sea of sameys, and help you genuinely bond with your customers.

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ASK AWAY

Most of us have a hard time knowing our strengths. And often, other people can identify and articulate what makes us unique much more clearly than we can.

This next exercise is one of the most important in all of B-School. Do NOT skip it.

You’re going to connect with at least 20 people you know and ask them what they feel are your three best qualities. You could also call them strengths or superpowers — whatever feels most exciting to you. You can use social media, a Google Form or even email to complete this exercise.

If you prefer email, place all 20 names into the BCC field so that only you get to see the replies. Thousands of students have shared that this is one of the most powerful exercises they’ve ever done! And if you’re not sure what to say in your email, use this as a guide:

SUBJECT: My superpower

Hey there!

This is going to a small number of people that I respect and trust (that’s YOU) — and I promise, this won’t take more than a moment of your time.

I’m taking Marie Forleo’s B-School business program and she’s challenged me to find out my 3 strongest, best qualities. My ‘superpowers’ if you will. I’m really curious to hear your take...

From the outside looking in, what do you believe are my 3 best, strongest qualities? What do you come to me for or where do you see me offering substantial value to others?
Please hit reply and let me know. Of course, I’ll be the only one to see what you write.

I know you’re really busy, so if you don’t have the time, I totally understand.

But if you’re able to share anything, it would help me tremendously. I really value and respect your opinion and your time.

Thanks a million,

[Your Name]

Once answers start pouring in, look for the common threads in the responses. What are people saying consistently is a top strength or ability? This will help you refine your U.A.P. Write your top 3 common threads here.

**MY #1 SUPERPOWER**

**MY #2 SUPERPOWER**

**MY #3 SUPERPOWER**
FIND YOUR STRENGTHS

We’re big fans of Marcus Buckingham’s work. That’s why we recommend that you check out his book *Now, Discover Your Strengths* as it will greatly deepen your understanding of why using your strengths is so vital to long-term success.

To determine your own unique strengths, you’ll need to take the Strengths Finder assessment test. You can do this either by purchasing the book *StrengthsFinder 2.0* (please note that you must buy a new copy of the book, as there’s a unique code embedded to take the test) or by purchasing the *Strengths Finder test here* for a small fee.

*Note that links to the above books and assessment test are also in the Recommended Resources section of this lesson.*

Once you know them, write down your top 5 Strengths here:

MY #1 STRENGTH

MY #2 STRENGTH

MY #3 STRENGTH

MY #4 STRENGTH

MY #5 STRENGTH
NOW, LET’S PULL IT ALL TOGETHER

Putting more of your genuine personality, strengths and quirks into your business is what’s going to help set you apart, and help you experience genuine happiness and sustained passion over the long-term.

Based on all the insight gained above, what are 3 specific actions you can take right now to leverage more of your uniqueness in your business? For instance, you may want to rewrite your bio or start injecting more personality or vulnerability into your copy. Perhaps you need to start delegating certain tasks to others that fall outside of your strength zone. Write down 3 specific action steps you can take to leverage your uniqueness, now.

**ACTION #1**

**ACTION #2**

**ACTION #3**
PART 2

Create An Arsenal of Stories

Now that you know what you do best and you’ve got your action plan to capitalize on your strengths, it’s time to start crafting an arsenal of stories. Why? Because...

Facts tell, stories sell.

It’s important for every business owner to know their core brand story and to continue to collect stories to share with customers, when you’re interviewed and through your free content. Use this part of the Fun Sheet to write down your key business stories for quick reference.

What’s your core business story? How did you get started? Why do you do what you do?

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____________________________________________________________________
This is a great story to tell when you’re interviewed or when people ask you what you do. Important note: it’s a good idea to practice this story so it’s clear and concise.

You’ll also want to have at least 3 versions ready to tell at a moment’s notice:

1. **SUPER SHORT**
   - to be told in
   - under a minute

2. **MEDIUM**
   - 2 to 3 minutes

3. **THE FULL SCOOP**
   - 5 - 8 minutes or longer for a keynote or a long form interview

Brainstorm at least 5 other simple stories, aha moments, mistakes or turning points in your business or life that may serve as connection points to help you connect more deeply with your ideal customers.

Think about stories that may include your mom, dad, grandparents, first jobs, overcoming adversity, losing a big client, creating a piece of art, giving a speech, having an accident, traveling somewhere, losing someone important to you, etc.

Perhaps it’s a story about a key client or customer. Brainstorm a list of stories that are personal and meaningful, and that help illustrate why you do what you do and/or the impact your business has on others.

**A FEW EXAMPLES:**

1. Marie’s *“everything is figureoutable”* story with her mom and the Tropicana orange radio.

2. Marie’s escalator moment. Watch *“Thank you for not believing in me.”*

3. Tony Robbins’ childhood story about the stranger bringing food to his family on Thanksgiving. *He tells the 30 second version in our interview here at 33:32*
*Note that links to the above examples are also found in the Recommended Resources section of this lesson.

Write down as many stories as you can, but challenge yourself to come up with at least 5. Remember, we’re going for progress, not perfection so do your best!

**STORY #1**


**STORY #2**


**STORY #3**


Your goal is to build an arsenal of unique stories that bond you to your audience, that inspire and instruct your audience on key points in your history and simultaneously set you apart from the competition.

Pick at least 3 of the above stories. Circle them and refine them so they are ready to be told at a moment’s notice. Stories are fantastic for press, your website content, during interviews and even at dinner parties. Remember, facts tell, stories sell.