

Your HUB Statement (From Coaching Training Accelerator)

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Your Hottest Undeniable Benefit (or HUB) Statement is the first sentence you say out loud when describing to people what you do for a living. It will be the most prominent sentence on your web site and other marketing materials, and you can even include it on your business card.

Your HUB is the critical first piece of your branding. It is the centerpiece, or hub of your marketing. Take the time to develop your HUB Statement and then use it! And it's okay if you change it later. You'll want to as you learn more about your ideal clients.

A HUB Statement is also referred to as a *Unique Benefit Statement* or *value proposition*.

To Create A Powerful HUB Statement:

1. Choose your niche. Come up with a brief description for the group you serve = WHO.
2. Describe the most compelling and specific challenge^[1] plus the desired outcome for that particular group = BENEFIT.
3. Put this together in a succinct sentence of about 15 - 25 words.

- » Language Use syntax that is easy-to-read and understand.
- » Eliminate unnecessary words.
- » Choose words and phrases for their impact and clarity.
- » Avoid abstract concepts.

HUB Sentence Structure:

I help (WHO) _____ to (WHAT) _____.

Steps For Crafting Your HUB Statement:

First, outline key pieces of information about your niche:

What are the most critical problems people in my niche have?

What are the most important and specific goals they want to achieve?

What is the most important and specific benefit or outcome my prospects will receive by working with me? (Hint: Make sure this is based on what they really want rather than what you think potential clients want.)

Then, play with words and phrases to craft a compelling HUB that is evocative, easy to say, and highly relevant to people in your niche.

Ask Yourself These Questions To Test The Completeness Of Your HUB:

1. Does this HUB describe in concrete terms (rather than abstract or non-specific language) what I do so that anyone can understand it and refer clients to me?
2. Does this HUB distinguish me from other coaches?
3. Does this HUB give me several great ideas about where I can find my ideal clients and how to market to them?

If you answer 'no' to any of the above, go back and hone the WHO and WHAT further.