



The Next Level Everything Challenge

7 Days. 7 Breakthroughs. Your Next Level.

Day 2: Define + Own Your Incredible Factor

Welcome to Day 2 of the Next Level Everything Challenge!

Now that you're back in alignment (and know exactly how to stay there), we can translate that alignment into how God intended you to show up in the world and shake the planet. And the way we do that is through your **Incredible Factor**.

Your Incredible Factor is your Hot Undeniable Gift (HUG) + Your Signature Business Move (SBM) + Your Unique Value Proposition (UVP) in a client/brand magnetic package. No matter where you are in your business, you cannot go to the next level until your Incredible Factor is clear and therefore tight. Defining and owning your Incredible Factor will position you to unleash and ultimately leverage it... and that is where NEXT LEVEL EVERYTHING resides. ☺

THE INCREDIBLE FACTOR®





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Your Hot Undeniable Gift: That thing that you do innately that is secondhand to you but a big deal to others. They praise you for it and your natural inclination is to say, "That was nothing." What is your HUG? (List out all things that you do extremely well that are second nature to you – meaning you didn't need a degree or certificate to do it.)

Darnyelle's HUG: I realized a long time ago that my Hot Undeniable Gift (HUG) was with words. I have this secret superpower with being able to help my clients create must-have marketing messages that move the crowd. I don't have to think about it, I just do it.

What is a story or experience in your life that clearly demonstrates your HUG?

Your Signature Business Move: The strategic way that you perform your gift that creates an emotional connection for your client. It's likely that you've never thought of it as a business move, but there is something about the way that you do it that makes the process unique and different. This makes success predictable for your clients. What comprises your SBM?

Darnyelle's SBM: I should let you in on my Signature Business Move (SBM). In the land of Incredible Factor University®, we call it the Leverage Your Incredible Factor System™. It has 5 phases: define, own, unleash, leverage and scale. We use the Pillars of Business Optimization™ (mindset, messaging, marketing, sales, operations, talent, leadership and legacy) to help our clients leverage and scale it. The process is deep, introspective and intense, but the result is massive business growth and confidence to raise your rates and position your business to serve you financially and spiritually while building a business that aligns with all that God created you to be.



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Your Unique Value Proposition: Some people also call this your Unique Selling Proposition. This is how you stand out from others who technically do what you. When you understand your UVP, you are ready to position yourself as an expert and garner attention. How do you stand out from the sea of others who technically do what you do (in your own words)?

***Darnyelle's UVP:** And lastly, my Unique Value Proposition (UVP) a.k.a. what makes me different. Clients will tell you that there is no one like me in the marketplace. And they'd be correct. The truth is, I am so much more than a business coach; I am a life changer. Eleven years and thousands of clients and each of them has changed some facet of their life because they hired me as their business coach. Additionally, I am the best at combining spiritual principles with business growth strategy which is why our clients get results that are UNHEARD of in the marketplace. They're legit - just ask them, or better yet, [check out the interviews](#) I did with some of my clients.*

What are you doing that is getting the attention of your ideal client (or what I like to call your Audience of One)?

What would your clients say makes you irreplaceable?

Besides the typical excellent customer service, how do you stand out?

What about the way you do IT makes it unique?

Why should they work with you versus her/him?



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Final question: Maya Angelou says “when we know better, we become better because we do better.” Now that you are more clear on your Incredible Factor, are you ready to become better by doing better to prepare for your NEXT LEVEL EVERYTHING?

How Did You Do?

Even for seasoned business owners, putting together their Incredible Factor in a way that fully and succinctly describes what they do and how they do it can be a challenge. But once you get it, it's often the missing link to the business that brings your next level everything within view.

Having defined your Incredible Factor, how do you see it positioning you to bring your next level everything into view?

Share in the Facebook Group

Share your Incredible Factor (all three parts) in the [Six Figure Cash Flow Club](#) today to get credit for participating on Day 2.

Congratulations! You've completed Day 2 of the Next Level Everything Challenge.

Be Incredible,