



## **NUMBER ONE COACHING TOOL OF THE MONTH CLUB**

### **FOR A RADICAL BREAKTHROUGH IN STANDING OUT ABOVE THE COMPETITION (IN YOUR BUSINESS AND YOUR LIFE)!**

---

FIRSTLY, THANK YOU FOR CREATING THE OPPORTUNITY FOR YOURSELF TO HAVE A RADICAL BREAKTHROUGH IN STANDING OUT ABOVE THE COMPETITION (IN YOUR BUSINESS AND YOUR LIFE), AND THANK YOU FOR THE OPPORTUNITY THAT YOU GIVE ME TO MAKE A DIFFERENCE FOR YOU, WHICH FULFILLS MY LIFE.

SECONDLY, HERE IS MY NUMBER ONE TOOL OF THE MONTH FOR YOU TO USE TO MASTER STANDING OUT ABOVE THE COMPETITION. HOWEVER, THIS EXERCISE ONLY WORKS IF YOU COMPLETE IT RIGOROUSLY AND GENUINGLY ALL THE WAY THROUGH.

TO DO THIS EXERCISE, PLEASE USE A NOTEBOOK, NOTEPAD OR A NOTE APPLICATION ON YOUR PHONE. YOU WILL WANT TO HAVE SOMETHING THAT YOU CAN CARRY WITH YOU ANYWHERE YOU GO AND THAT IS EASY FOR YOU TO USE. FOR YOU TO BE ABLE TO OBTAIN THE RESULTS OF THIS EXERCISE, IT REQUIRES YOU TO DO IT FOR 21 DAYS.

WE ARE ALWAYS COMPETING WITH OTHER BUSINESSES AND WITH OTHER PEOPLE. WE ARE COMPETING FOR THINGS SUCH AS FOR MONEY, TIME AND LOVE. WE EVEN COMPETE WITH OTHER THINGS AND EVENTS THAT OUR CUSTOMERS, POTENTIAL CUSTOMERS, FAMILY MEMBERS, POTENTIAL ROMANTIC PARTNERS AND CURRENT LOVED ONES COULD SPEND THEIR TIME ON BESIDES US. HERE ARE SOME OF MY APPROACHES TO STANDING OUT AGAINST THE COMPETITION:

- 1) MAKE A LIST OF WHAT AND WHO THE COMPETITION IS. DO YOUR RESEARCH. FOR EXAMPLE, FOR YOUR BUSINESS GO ONLINE AND FIND OUT WHO IS YOUR DIRECT COMPETITION LOCALLY, NATIONALLY AND INTERNATIONALLY (PEOPLE NO LONGER HAVE TO BUY GOODS OR SERVICES FROM THEIR NEIGHBORHOOD BUSINESSES – THEY MAY BUY ON-LINE). LOOK IN NEWSPAPERS, MAGAZINES, AND INDUSTRY JOURNALS AS WELL. REMEMBER TO CHECK FOR INDIRECT COMPETITION TOO - PEOPLE MAY SPEND THEIR MONEY ON HIRING A PERSONAL ASSISTANT VS. YOUR PRODUCT OR SERVICE. ANOTHER EXAMPLE IS IF YOU ARE LOOKING FOR A BOYFRIEND OR GIRLFRIEND THEN YOU CAN DO RESEARCH IN PLACES LIKE ON-LINE

# **CAROLINA ARAMBURO COACHING**

## **RADICAL RESULTS COACHING**



- MATCHMAKING SITES SUCH AS MATCH.COM, OR LOCAL SOCIAL EVENTS, ETC.
- 2) DO RESEARCH ON WHAT YOUR TARGET MARKET AND/OR PEOPLE YOU ARE INTERESTED IN ATTRACTING ARE LOOKING FOR. GO BEYOND THE OBVIOUS. RESEARCH IN ON-LINE COMMUNITIES WHERE YOUR TARGET MARKET HAS DISCUSSION GROUPS OR FORUMS. SEE WHAT THEY ARE COMPLAINING ABOUT, WHAT THEIR PROBLEMS ARE AND WHAT THEY ARE SEARCHING FOR. MAKE A LIST AS LONG AS YOU CAN.
  - 3) DOING THE RESEARCH SHOULD GIVE YOU NEW IDEAS AND LET YOU KNOW WHAT YOU ARE UP AGAINST. NOW, MAKE A LIST OF AT LEAST 30 THINGS YOU COULD DO BETTER THAN ANYTHING YOU SAW OUT THERE IN YOUR RESEARCH. YOU MAY BE ABLE TO BE FASTER, LESS EXPENSIVE, MORE ATTENTIVE, MORE LOYAL OR SIMPLY BETTER. GET CREATIVE AND SPECIFIC. IF YOU CAN'T COME UP WITH CURRENT WAYS TO TOP YOUR COMPETITION THEN IT MIGHT BE TIME TO CREATE NEW WAYS THAT YOU COULD TOP THEM THAT YOU CAN IMPLEMENT.
  - 4) NOW YOU NEED TO LET PEOPLE KNOW. IT MAKES NO DIFFERENCE THAT YOU ARE FASTER, LESS EXPENSIVE, MORE LOVING OR PROVIDE MORE VALUE, ETC. IF NO ONE KNOWS. NEXT TO EACH OF YOUR 30 THINGS START LISTING ADJECTIVES YOU CAN USE TO DESCRIBE THAT ITEM. USE A THESAURUS AND GET OUT OF THE BOX. YOU WANT IT TO NOT ONLY BE BETTER THAN THE COMPETITION BUT YOU WANT IT TO CLEARLY SOUND BETTER. SKIP RIGHT PASS ALL THE WORDS YOUR COMPETITION USED. GET OUTRAGEOUS.

NOW YOU ARE ARMED WITH KNOWLEDGE OF YOUR DIRECT AND INDIRECT COMPETITION, WHAT YOUR TARGET MARKET IS NEEDING AND LOOKING FOR, 30 WAYS YOU CAN DO IT BETTER AND SOME NEW CREATIVE WAYS YOU CAN TELL OTHERS OR MARKET YOURSELF.

TIME TO HIT THE ROAD AND JUMP RIGHT BEYOND YOUR COMPETITION. GET LOUD, BECOME PERSISTENT, STAY CONSTANT AND USE EVERY VEHICLE YOU CAN THINK OF. BECOME A NON-STOP BROADCASTING SYSTEM OF WHAT YOU HAVE THAT IS HEADS AND SHOULDERS ABOVE WHAT EVERYONE ELSE HAS. LET PEOPLE KNOW WHAT YOU CAN AND WILL DO FOR THEM. IF YOU DON'T WANT TO DO THE WORK YOURSELF THERE ARE TONS OF EXPERTS IN MARKETING, SOCIAL MEDIA, GRAPHICS, WEB DESIGN, ETC. THAT CAN HELP YOU GET THE WORD OUT IN THE WORLD. DON'T FORGET THAT YOU CAN ALSO HAVE OTHER PEOPLE GET THE WORD OUT THERE FOR YOU. GET IN ACTION NOW ACTUALLY BEING BETTER THAN THE COMPETITION AND LETTING THE WORLD KNOW IT. THERE IS ALWAYS ROOM AT THE TOP FOR YOU IF YOU ARE COMMITTED TO BEING THERE.

STANDING OUT AGAINST THE COMPETITION, LIKE ANYTHING, CAN BE CREATED AS A NEW KIND OF PATTERN THAT WILL SERVE YOU. CREATING



ANY NEW PATTERN REQUIRES PRACTICE OVER TIME. WITHIN 21 DAYS, IF YOU ARE RIGOROUS, YOU WILL HAVE A RADICAL BREAKTHROUGH IN STANDING OUT AGAINST THE COMPETITION. SHARE WITH EVERYONE YOU KNOW THE NEW RESULTS YOU ARE CREATING IN YOUR BUSINESS AND/OR LIFE.

BY MASTERING STANDING OUT AGAINST THE COMPETITION THEN YOU CAN BECOME THE NEW INSPIRATION FOR EVERYONE AROUND YOU TO ENGAGE IN EXPERIENCING THEIR OUTSTANDING QUALITIES AND USING THEM TO STAND OUT AGAINST THE COMPETITION IN THEIR LIVES ALSO!

---

WHAT ARE ALL THE INSIGHTS THAT YOU GOT OUT OF THIS EXERCISE FOR MASTERING STANDING OUT AGAINST THE COMPETITION (IN YOUR BUSINESS AND YOUR LIFE)? MAKE SURE YOU PUT WHAT YOU SAW FOR YOURSELF TO WORK RIGHT NOW!!! NEUROSCIENTISTS HAVE PROVEN THAT IF YOU DO NOT ACT ON AN INSIGHT RIGHT AWAY, IT IS LOST TO YOU.

---

LASTLY, FROM ME TO YOU;

NEXT MONTH: WE WILL HAVE AN EXCITING TOOL ON HAVING A RADICAL BREAKTHROUGH IN OVERCOMING THE FEAR OF STARTING SOMETHING NEW!

THANK YOU SO MUCH FOR TAKING THE TIME AND USING MY TOOLS TO CREATE SOME IMPRESSIVE RESULTS IN YOUR LIFE. THAT IN ITSELF CONTRIBUTES TO ME AND ALLOWS ME TO FULFILL ON MY LIFE'S PURPOSE, WHICH IS TO SERVE YOURS!

IF YOU WOULD TAKE THE TIME TO EMAIL ME BACK AND GIVE ME YOUR FEEDBACK, IT WILL MAKE A TREMENDOUS DIFFERENCE FOR ME AND MY BEING ABLE TO CREATING MORE AND MORE THINGS TO SERVE WHAT I LOVE (OUTSTANDING PEOPLE UP TO BIG THINGS LIKE YOU)!!

HONORED TO BE YOUR PARTNER IN MAXIMIZING OUR POTENTIAL,

A handwritten signature in black ink, appearing to read "Carolina Aramburo". The signature is stylized and cursive.

CAROLINA ARAMBURO