From music to movies to sports, the people who make money have a clear brand. The same holds true for beauty - the winners take center stage because of their brand.

They have found their Unicorn Principle. You need to find yours.

So, what on earth am I talking about? The Unicorn Principle is the reason people buy your products, it's the principle that if you find your unique value proposition and use it correctly, you will strike gold. It's what makes your product different to everyone else's. I call it the Unicorn Principle because it's one of a kind, special, and everyone wants one!

> **The real reason people buy is the way that your brand or product makes them feel. People buy with emotion, and then they justify with logic.**

YOUR UNICORN PRINCIPLE COULD BE:

- **The story of the person that founded your company?**
- **The mission of your company?**
- **The product itself, or at least an element of it?**

Important note Just because it's different doesn't mean anyone cares. I am 6 foot 7, it's not unique but it's pretty unusual. But do you care? Probably not.

Look at:

- **Your customers. Your customers care because they don't know what to buy. They're looking for a reason to choose one over the other. They're looking for you.**
- **Your competitors. Do they have "IT"? *Spoiler* If they do, it's not your Unicorn Principle.**

The biggest successes in every industry focus on the brand. This has nothing to do with your logo, and has nothing to do with your brand name (typically). It's all about finding something that will resonate with your audience and using it in such a way that your audience cares or understands that they should care.

The reason why 90% of startups fail is rarely the product, the price or the features. It's almost always the people behind the company and what they did to make it succeed.

The successful companies, across every single industry on the planet, have a brand. The brand is really all about the things that makes them unique.

Apple do it. Nike (just) do it. Southwest do it. You can do it.

This is my blueprint to finding your Unicorn Principle and beginning to build your brand.

Let's get going. Make a list:

- **What does your business sell?**
- **What is your company's back story**
- **How do you make your product?**
- **What is your company's mission?**
- **Who are your audience?**
- **Why do you make your product?**

Think about what makes your product Unique. Really think.

I'm going to share a couple of quick examples with you for inspiration.

Jeffree Star's makeup line is great. I know this because we launched their website, but do I know about the colors of the cosmetics? I honestly don't even remember.

What I do remember is that Jeffree Star took a series of photos for the launch and they look spectacular. People see them and say "I want to feel like I am as bold as Jeffree Star". They won't go to another brand with similar colors because it's not Jeffree Star. The Unicorn Principle is Jeffree Star.

Glossier created a line of very unique lipsticks but they didn't stop there. They took it a step further and they built a whole brand around their makeup. Glossier fans call themselves "Glossier mavens" in 4 years they have amassed a huge cult following. 80% of Glossier's growth and sales come from peer-to-peer recommendations or their own channels. Glossier's Unicorn Principle is their cult following.

Now follow the instructions below and fill out the table on the next page.

01. Write each UVP into the table.

02. Score each unique feature between 0 and 10.

03. Think about the key players in your industry how you would grade them on your unique features.

04. Cross reference, and if your grade is lower than the grade of your competition, it's not your Unicorn Principle.

05. Look for the one item where you score 10, the competition score 0 and the audience wants it at least an 8 or more.

You may find an element of your product that scores perfectly, but if it doesn't translate into a feeling that will make your audience care, then it's not the one. Keep looking.

- **Talk to your team.**
- **Get actual feedback from real life human beings.**
- **Keep going until you find it.**

The ultimate step - enlist the opinion of a Consultant. Aka: Me. Specifically :) and check out **my blog** for all this and much more to help you harness your Unicorn Principle and make your brand become culture.

Because here's the coolest thing about it. It takes a ton of work to find it. It takes a ton of work to use it right. But once you do, it's almost like magic.

What makes your product Unique?

On a scale of 0-10 how unique are we talking?

Do any your competitors have this?

* Scale 0 no 10 yes

How much do your customers care about this?

* Scale 0 not at all 10 game changer