

## **Checkmate Your Competitors**

March 29, 2017

Boom! This workbook has been so much fun to put together. Thank you to all who helped us test the idea, organize the content, and make it truly compelling.

And if you're reading this, you're the most important of all. Can't wait to hear your new ideas! Write us anytime. A few page samples are waiting for you below...





*"With the founding principles in Checkmate Your Competitors, every sales and marketing strategy can finally reach full potential. Every piece of sales collateral, every blog post, every social media update, and every handshake can now be approached with your competitive edge."*

Douglas Karr, CEO of DK New Media and Founder of MarTech

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THE SCIENCE OF CHARISMA



Thanks for doing your part to keep the world compelling.  
This is Workbook #1 in The Science of Charisma series

# CHECKMATE YOUR COMPETITORS

This workbook is just one important piece of The Science of Charisma process, which includes other workbooks, keynotes, coaching, eLearning and more.  
Can't wait to see you soon!

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Be Charisma. Be Compelling. Be You.

The Science of Charisma finds its strength in you and in your brand. Remember, every brand is a heartbeat, fed by three key touchpoints:

## Stuff-Story-Audience

### STUFF:

It's everything you do and offer: Products, solutions, service and more.

### STORY:

This is your message. It's how you draw people in. It's broadcast in your marketing, sales, Twitter, billboards, blog posts, etc.

### AUDIENCE:

These are the people you want to attract: Customers, employees, investors, etc. Careful who you choose, your Audience will become co-creators of your brand. Whether executives, carpenters, or anyone else, those you choose to engage become part of your statement.

While this workbook focuses on customers, these tools apply to any Audience you choose.

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## Rex's 5 FACTORS of Competitive Edge

Everyone wants to do business with you when you have Charisma, but Charisma means more than offering a quality product at competitive prices. It's becoming so valued you become more than a product or service. Imagine resonating on that emotional level, where buying from you feels right...like that "new car smell" wrapped in a little blue Tiffany's box.

But how do you beat your competitors and their bigger budgets? There are 5 Factors every customer considers before making a buying decision. By understanding these Factors you grow. You will gain such an advantage, your competitors won't know what hit them.

The good news is, the secret to winning that moment of choice is now. It starts with you, your Brand, and all that Charisma resting below the surface, just waiting to go...

Your Prospects are about to get lucky. They're about to get YOU!

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## OTHER GREAT COURSES TO HELP YOU GROW!



Coming soon - Workbook #2 : Contagious Customers - How to Make Customers Tell the World About You.

Learn how to quit selling your features and start selling Esteem. Soon your customers won't just be loyal, they'll be contagious.

*"Wouldn't you like your products to be part of your customer's esteem? Check out Checkmate before your competition does."*

Josh Miles, Principal at Miles-Herndon

*"Thaddeus Rex shows how developing your charisma offers customers things 'no one else can dream of duplicating.' What a competitive advantage that is!"*

Bruce Turkel, Author of , CEO/ECD, Turkel Brands



Thaddeus REX

Brand strategist Thaddeus Rex started his career on PBS, left to produce and tour stageshows for almost a decade where he won more than 22 writing awards and spent thousands of hours onstage and on camera, learning behind the scenes tactics of image management and Audience connection.

Now a renowned corporate speaker and trainer, Thaddeus works with companies like Butterball, Australian Gold, the National Endowment for the Arts, and many others, fulfilling his passion for playing outside the box with businesses who want to make the world a better place.



Ashley Holmes

Ashley Holmes is a curriculum development expert for the State of Delaware, where she trains professionals and educators in learning design, and the research based strategies best proven to optimize performance.

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How do you beat your competitors and their bigger budgets? There are 5 Factors every customer considers before making a buying decision. Understanding the value of each Factor gives you a huge Competitive Edge, because you need to win that customer's moment of choice. It starts with you, your Brand, and all that Charisma resting below the surface, just waiting to go....

Your Prospects are about to get lucky. They're about to get YOU!

ThaddeusREX

*"A logical, viable framework to uncover your charisma edge, and how to capitalize on it. Do NOT let your competitors read this. Highly recommended!"*

Jay Baer, President of Convince & Convert and author of Hug Your Haters

*"One of the most difficult challenges of thought leadership is simplifying a complex problem to the point where the action steps required for resolution become apparent. Yet, that is exactly what Thaddeus Rex has accomplished in the 'Science of Charisma' series. If you'll implement his approach from 'Checkmate Your Competitors,' customers will FLEE your competition and rush to your distinctive products and services. This is a 'must read' for anyone serious about growing their business and career."*

Scott McKain, author of "Create Distinction: What to Do When 'Great' Isn't Good Enough to Grow Your Business"

THE  
SCIENCE  
OF CHARISMA

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YOU WILL LEARN:

- The 5 Factors of Competitive Edge and how to highlight your own
- Rapport's Biggest Barrier and a way to sail past it
- The 6 Elements of Audience Attraction and a process to enhance yours
- Checkmating Competitors, so time invested in a prospect becomes time invested in a sale

<http://www.thaddeusrex.com/blog/2017/3/29/checkmate-your-competitors-using-the-5-factors-of-competitive-edge>