

Thought Leaders
BUSINESS LAB

EPISODE 298

How To Stand Out In A Noisy Niche

WITH GLENN ALLEN

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The internet is noisy, and it's becoming increasingly difficult to get your message to the right people.

But, is that really so?

The biggest challenge for coaches, course creators, and experts is standing out. And no-one wants to be the worlds best kept secret.

Fortunately, there's something that you can do about the cognitive bias happening online. What's even better, it has nothing to do with external forces. The secret is within you.

In this episode, I am joined by Glenn Allen who shares how you can stand out in today's noisy market. Glenn is an expert at helping entrepreneurs launch their business or their digital courses online.

Start to mute some voices

Because of the COVID-19 pandemic, a lot of people have shifted their businesses online. As a result, the market has become very busy. There's a lot of noise and competition.

Fortunately, the noise and competition happening online is just purely cognitive bias. Glenn's advice is to start to mute some voices. This means you have to start muting or unfollowing other people.

This is important because when you begin to build your brand online, it's easy to compare yourself with others. Instead, start looking at what makes you unique, identify it, and double down on it. Don't try so hard to become another version of someone else.

When you're authentically you, you'll attract the people who vibe with you. You can always aspire to follow someone's success but you still need to be yourself.

One of the things I hear all the time is "everybody's a coach." The coaching space might be a fast-growing niche but the industry is still tiny. The truth is, there's only a tiny fraction of people who know the industry even exists. If you ask most people what a coach is, they'll often refer to basketball or football coaches.

But because of the algorithm that's getting pushed upon us, we're led to believe that everyone knows what coaching is. We suggest muting and unfollowing some people so you don't get caught up in the comparison mindset.

Make lemons into lemonade

An inspiring example of this principle is [Jenna Kutcher](#). She had an embarrassing situation where people were fat shaming her. She didn't get caught up in it, and instead turned lemons into lemonade. In fact, she leant into the bullying, and increased her audience with people who were championing her.



Figure out your secret sauce

Now that you know who you are and what's unique about you, it's time to figure out what your secret sauce is. For example, [Dave Ramsay](#) has The Seven Steps To Becoming Debt Free which is different from [Suze Orman](#).

Also, take for example Gold's Gym and Planet Fitness. Gold's Gym has the image of body-builder types throwing around heavy weights while Planet Fitness have Tuesday Doughnut Days and Pizza Wednesday. The members of Gold's Gym would never set foot in Planet Fitness and vice versa.

Both fitness brands have positioned themselves very well. This is part of their secret sauce.

Just as these gyms have positioned themselves, you need to find your secret sauce too. This will position you as the thought leader in your niche, and elevate your brand.

Another is Hal Elrod's [Miracle Morning](#). His information is not new and it's not revolutionary either. What he did was put the information into a clever secret sauce acronym that he made into his system, his process, or his blueprint.

Glenn's approach involves identifying the ins and outs of what you do, how you get your results, and the progression of your milestones.

He shared the story of one of his clients named Michelle. She was a sound engineer on tour with Elvis Costello but when COVID hit, her career was grounded. Another friend told her to share her knowledge as a sound engineer. She had previously worked with Janet Jackson, Gwen Stefani, and other major artists.

The problem was, she's selling to people who are also struggling with their careers because of the pandemic and there's no live entertainment. So he advised her to switch into songwriters who can license their music on TV and radio because these spaces picked up during the pandemic.

Because sound engineering is very technical, the challenge is how to make people understand what she does almost instantly. That's when they came up with the HIT production process: Hear, Identify, Tweak. It's Michelle's secret sauce.

Instead of saying "I'm going to teach you sound engineering" which is a low-ticket offer right now, think about how you can give your clients a well-branded thing that has sparkle. This is one of the strongest ways to elevate yourself from your competitors. Give your process a cool name.

The Golden Lead Magnet

The Golden Lead Magnet is Glenn's secret sauce. He came up with this method when he was figuring out a way to use Instagram to grow his audience organically. He was referring to using hashtags. That's when he saw thought leaders using lead magnets.

He noticed that most of their lead magnets were focused around themselves, while others had offers that were not aligned with how hashtags are supposed to work. But there was one person who stood out to him.



She used a video to teach her method and walk you through it. Her audience was able to see not just her brilliance and her expertise but she was also able to provide her audience with the next-level problem or the good-to-have problem. She had an offer that was directly related and perfectly aligned to the next step which is growing your business on Instagram.

Glenn immediately bought her course. Your lead magnet should reinforce the connection instantly and the video is the perfect translation of the course. And that's his light-bulb moment

If you're a coach, you need to let people get a taste of your style, expertise, see your face, and understand why they should pay attention to you. Also, use audio and video so your audience can interact with you.

To create a Golden Lead Magnet, pick a topic that is completely aligned with what you're going to sell.

What's their burning pain?

Understanding the questions people are asking is one of the keys to making an impact - what is the most common thing people are asking?

Most coaches struggle to understand what their prospects really want.

You need to know the burning pain that they have right now. Look for what people are searching for in Google, what are the questions you see often pop up in your community that are related to your topic. And when you are able to solve a problem right at the very beginning of their journey with you, you can give them a quick win.

You're not just building goodwill with them, but you're also pre-qualifying them for the next step. Glenn prefers topics that make people want to work with him immediately. You have to create the bridge for them.

Find the right fit

It doesn't matter if your lead magnet is helpful - if it's not in direct alignment to what you're teaching or to the services you're offering, you might as well scrap it. Glenn thought he wanted to become a videography coach for people who want to use it for their video marketing.

He created a livestream success freebie on how to make better YouTube videos. The mistake was he used ads and filled his email list with people who are videographers and people who aren't aligned with what he teaches.

You have to reverse engineer from the program or the product you're selling. This will help you work out exactly what bread crumbs you need to leave to lead people to purchasing your products.



In Conclusion

Making your brand stand out in a very saturated market isn't hard. But you'll have difficulty when your messaging is not aligned with who you are and what you're selling.

Your uniqueness will help your brand stand apart from your competitors. So, know who you are and what makes you unique and double down on it. Likewise, create a secret sauce that will really make an impact and make sure what you're sending out fits exactly to your audience needs.

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