

Awaken the Saint USP Selection

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USP Presentation

Here is a brief explanation of what I have written:

I have attempted to summarize the essence of your ministry in one sentence. In this one sentence, we must include the most relevant benefits for your potential clients and a reassurance against what might be considered the worst case scenario. The three USPs below are very similar but have slight differences in order, emphasis, and content.

1. **Awaken the Saint Ministries helps Catholic businessmen on the road to holiness find strength and support in a community of like minded Catholic men to overcome their bad habits, grow in virtue, and live a joyful and fulfilling life through greater union with God even if they are discouraged by weakness, indecision, and years of stagnation.**
 - a. emphasis on the supportive community
2. **Awaken the Saint Ministries helps Catholic businessmen on the road to holiness navigate life's obstacles, overcome their bad habits, and live a virtuous and fulfilling life, whether personal or professional, through greater union with God and a supportive like minded community to strengthen them against discouragement and stagnation.**
 - a. slightly different wording
 - b. balanced emphasis
3. **Awaken the Saint Ministries helps Catholic businessmen on the road to holiness navigate life's challenges, overcome vice with virtue, find strength and support in a community of like minded Catholic men, and live a joyful and fulfilling life in union with God, even if they are discouraged by weakness, indecision, and years of stagnation.**
 - a. emphasis on personal development

During our phone call, I'd like to flesh out which one of these is the best fit, and what changes need to be made to make it perfect. I'm happy to make whatever revisions you require.

Client REPLIES

1. Awaken the Saint Within Ministries helps Catholic professionals who desire to live a life of holiness, navigate life's challenges, overcome vice with virtue, live a joyful and fulfilling life in union with God, with a supportive like-minded community to strengthen them against discouragement and stagnation.

2. Awaken the Saint Within Ministries helps Catholic professionals who desire to live a life of holiness, to overcome vice with virtue and live a joyful and fulfilling life in union with God even if they are discouraged by weakness, indecision, and years of stagnation with a supportive like-minded community.

Observations and Takeaways from Client Reply

1. Break bad habit
2. Grow in virtue
3. Union with God
4. Community
5. All men

Comments on reply:

1. He replaced "businessmen" with "professional"
 - a. Businessmen excludes people who aren't business owners
2. Doesn't mention the scope of the help offered by the service
 - a. Personal and professional life...
 - b. Every aspect of their life.
3. What do you think about the work cooperate?

Revision of his reply:

1. Awaken the Saint Within Ministries accompanies Catholic men who desire to live a life of holiness, in navigating life's challenges whether personal or professional, overcoming vice with virtue, and living a joyful and fulfilling life in union with God, surrounded by a supportive like-minded community of Catholic men to strengthen them against discouragement and stagnation.

2. Awaken the Saint Within Ministries accompanies Catholic men on the road to holiness, in navigating life's challenges whether personal or professional, overcoming vice with virtue, and living a joyful and fulfilling life in union with God, surrounded by a supportive like-minded community of Catholic men to strengthen them against discouragement and stagnation.

3. Awaken the Saint Within Ministries accompanies and supports Catholic men in navigating life's challenges whether personal or professional, overcoming vice with virtue, and cooperating with like-minded Catholic men to live a joyful and fulfilling life in union with God, even if they're discouraged by weakness, indecision, and years of stagnation.

4. Awaken the Saint Within Ministries accompanies and supports Catholic men in navigating life's challenges, whether personal or professional, and cooperating with like-minded Catholic men to overcome vice with virtue and live a joyful and fulfilling life in union with God, even if they're discouraged by weakness, indecision, and years of stagnation.

Supported by a like-minded community of Catholic men

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Awaken the Saint Within Ministries accompanies and supports Catholic men in navigating life's challenges, whether personal or professional, and cooperating with like-minded Catholic men to overcome vice with virtue and live a joyful and fulfilling life in union with God, even if they're discouraged by weakness, indecision, and years of stagnation.