

Unique Selling Proposition

We've put together this easy to follow worksheet to *help you identify the unique selling proposition (USP) of one of your products or services*. Give yourself about 20 minutes to complete the worksheet. Don't feel the pressure of perfection; this is an opportunity to start learning more about your products or services.

List 5 products or services you sell or hope to sell:

Select one product or service that you feel has potential to bring in the most profit:

Now list 5 Key features of the product or service you just identified.

Feature 1.

Benefit _____

Feature 2.

Benefit _____

Feature 3.

Benefit _____

Feature 4.

Benefit _____

Feature 5.

Benefit _____

Product or Service:

HINT: Your USP should answer one very important question...

Why YOU?

Why should the consumer invest their money in your product or service rather than in your competitor's product or service?

Next, describe 5 characteristics of who you are trying to sell this product or service to (in other words, describe your target market.) Here's an example to get you thinking:

My target is a _____ (male/female) who lives _____, makes approximately \$ _____ annually, has an interest in _____ and is concerned about _____.

Then, identify one or two features that are unique to your product or service, and consider how these features will benefit your target. Here are two examples:

Feature _____ will benefit my target by _____.

Feature _____ is helpful to my target because _____.

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Other Powerful Questions to Consider when creating or recreating your Unique Selling Proposition.

START HERE:

Select one product or service that you feel has potential to bring in the most profit:

List the pains or needs some of your customers have that your product or service addresses. (out of date web design, cut down cost, increase revenue, not enough web traffic, need a necklace for a wedding/birthday party, need to go grocery shopping, etc).

- 1.
- 2.
- 3.

List the Pain Your Customers Avoid with this Product or Service.(losing customers or getting a bad reputation, increasing costs, stress from trying to do everything, depression, bad customer reviews, etc.

- 1.
- 2.
- 3.

List the Enjoyment your customers receive from using this product or service. i.e. time to do the things I love, more customers, lose weight, more money to spend on my business or money to save, etc.)

- 1.
- 2.
- 3.

List the implications to the customer if they do NOT use your product or service. I.e. stress, going out of business, divorce, too much inventory, loss of revenue, etc. Make the customer feel they HAVE to have your product or service.

- 1.
- 2.
- 3.

How Can I Provide Proof? i.e. case studies, testimonials and references, press releases, etc.

- 1.
- 2.
- 3.

How do I help customers better than my competition?

NOW - state the USP of your product or service: