

A Guide To Creating Your Unique Selling Proposition

Why should anyone do business
with you verses every other
option?

READ

Your USP

This guide is going to help you create your Unique Sell proposition. Your USP is going to be used everywhere. Memorize your UPS and have everyone in your company memorize it. Your USP defines you in the market place.

A unique selling proposition will follow a simple structure made up of the following categories. The key is to test your USP and find the structure that you like and will produce the best results.

Here's the structure of most USPs

- Problem
- Solution
- Benefit
- Guarantee
- Call To Action
- Question

Here are a few examples with a breakdown of how a unique selling propositions is structured.

Let's get started.

GKIC Community [problem, solution, benefit]

"Entrepreneurship is hard, don't go at it alone. [problem] We created a community of like minded Entrepreneurs and business owners [solution] that are focused on improving their business, income, and their lives." [benefit]

Pet Store [problem, solution, benefit]

"Pet owners are concerned about what their pets are really eating [problem] so we source our food from trusted, local vendors [solution] which ensures your pet stays happy and healthy." [benefit]

Financial Advisor [problem, solution, benefit]

"Most people can't get their heads around their financial future so we created a financial map that puts all your info on a weekly dashboard giving you peace of mind about your finances."

Used Car Sales [problem, solution, benefit]

"Nobody likes to haggle with a cars salesman so we removed the salesman Entirely. You can choose and test drive a car hassle free so you have a peaceful experience getting the car you want."

Real Estate Agent [solutions, benefit, guarantee]

"Our 20 step marketing System will sell your house in less than 45 days at full market value."

Ydraw [question/problem, solution, benefit]

"Do you have a story that needs to be heard? We Create Videos that deliver your message so your business can grow."

GEICO [benefit only] *big brands can do this*

"15 minutes could save you 15% or more on your car insurance."

ClickFunnels [solution, benefit]

"Quickly Create Beautiful Sales Funnels That Convert Your Visitors Into Leads And Then Customers..."

AZRegenerative Medicine [benefit, problem, call to action]

"Live a Healthy and Pain Free life with out all the pills, surgery, and complicated procedures. Call Now and Experience the Newest Technology in Natural health."

Regenerative Medicine [solution, benefit]

"We restore tissues and organs to help people live a healthy and pain free life."

The USP Worksheet

Simplicity is Key. Try to not to use “Industry Jargon” when answering these questions.

The success of your marketing campaign will depend on the story you are about to create. Your audience doesn't care if you offer the best, the most, the biggest etc. They want the end result.

If this is too complicated, you’re thinking too hard. Keep it Simple.

Step 1: **[problem, question]**

What is your Customers Problem? What’s a question they are looking to answer?

Step 2: [solution]

What did you create to solve their problem?

Step 3: [benefit]

If they use your product or service how will their lives improve?

Step 4: [guarantee]

What is your guarantee?

Step 5: [call to action]

What would you like them to do after they read your USP? Click, call, fill out a form, etc

3 Other questions you can ask yourself.

1. What is unique about my product or service? (El Famous Burrito...”Burritos as big as your head”)
2. What is unique about the delivery of my product or service? (Think about Sedation Dentistry vs. Normal)
3. What is my story? (Tom’s Shoes “Each pair of shoes you purchase = a pair of shoes for a child in need”)

Putting It All Together

Use the examples and your answers to create your USP. I suggest you create 3 drafts and think about them for a couple of days. Pick the finalist and go with it.

Draft 1

Draft 2

Draft 3

The Conclusion

Your unique selling proposition is all about your Why! People do not buy what you do they buy why you do it.

You can't be known for everything. You have to make a stand for something. You have to choose what your business will stand for and what you'll be known for.

By making a stand and choosing something that makes your business unique, you'll become known for that unique quality and stand out from the crowd.

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