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Your Unique Selling Proposition

What is a unique selling proposition?

A unique selling proposition, or what we call USP outlines what you offer your clients, why they should buy from you and not your competitors and what is unique about you and your services or products.

Your USP needs to make people take notice of you and get them talking about you. It is often used as your tag line and explains the unique benefit of your services and products.
The key word is **UNIQUE**. What can you do/offer that is different and stands out?

Why do you need a unique selling proposition?

Even though a USP is a must for any business, unfortunately a lot of small business owners forget about creating a unique selling proposition for their business.
In today's marketplace you need to stand out and give your prospects a good reason to choose you as their provider. You must position yourself as the perfect solution for your clients and prospects so that it is completely obvious for them to choose you and no one else.

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How do you create your own USP?

The more unique and beneficial your USP is for your target market the better. The key here is to know your target market really well so that you can formulate a USP that appeals to them.

Your USP should be…

- ✓ Exciting
- ✓ Something that is not easy to copy
- ✓ Worth talking about
- ✓ Specifically for your target market

What can you do or offer that is different to any of your competitors?

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Let's look at some examples:

You might be a natural therapist who offers fresh fruit and juice to your clients when you finish with your service or when they wait in the waiting room.

Or if you worked specifically with people who suffer from migraine you might guarantee that your client's migraine will be gone within 12hrs or they get their money back plus 10%.

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Now let's come up with your own unique USP. The following exercises twill help you create your own USP.

1. What is your very special 'thing' that makes you different from your competitors? (This could be money-back guarantee, experience, special offer, outstanding quality). The more creative you are, the better.

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2. Now also think about why your existing clients choose you?

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3. Combining the results of both of the above questions, think about your promises to your clients, things that set you apart. Write them down in short statements, that's your USP!

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Can you give a guarantee for your clients?

Part of your USP can be your guarantee.
If you guarantee your clients will get better results than they would if they bought from your competitors, otherwise they'll get their money back, that would be a great reason for your prospects to choose you over anyone else.

Your guarantee needs to be very understandable and should aim to remove any fear the buyer might have when buying from you.
The more impressive and memorable your guarantee the better.

To come up with your guarantee, just fill in the blanks. 'We guarantee you will get _____ or we'll give you _____.'

How do you let your prospects and clients know about your USP?

Now that you've come up with your USP, you need to let your clients and prospects know about it. But it's not about bragging about yourself at all! The way you let them know about why they should choose you over a competitor is by placing your unique selling proposition everywhere you can, be it on your brochure, flyer, website, letterhead, stationary etc.

What not to do!

- × You write it, think it's great and put it in a drawer and never look at it again.
- × You create it but it doesn't have any impact and nobody even notices it.
- × Your USP isn't something your clients see as valuable.
- × Your USP is the same as your competitors.

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