



Step-By-Step Guide

How To Create Your Killer USP

Full article:

<http://www.marketingforowners.com/whats-yawp-creating-killer-usp-company/>

USP - Unique Selling Proposition

“The factor or consideration presented by a seller as the reason that one product or service is different from and better than that of the competition.”

- Entrepreneur magazine

Review What You Have

1 Marketing plans, mission statements, competitive analysis, etc. **Distill what you have down the very basics.** What exactly, precisely do you sell? To whom are you selling? Most crucially – **what do you strive to do especially well, that your competition can’t match?**

How Can You Help Them?

2 **Which problem** can your company solve for your customers?

How Are You Different?

3 Identify what is **different or just plain better** about your company or product. Think about what you say on the phone when a customer says *“Why shouldn’t I buy from your competitor?”*

The Pledge

4 Your USP must have a **‘promise’ baked right in it.** What can you promise your customers? Tastier food? Clearer skin? If your product or service has multiple benefits, **choose the one you think they most desire** and lead with that.

Make It Real

5 Got your USP? Great. Now, **how believable is it?** Brands that promise that you’ll something unbelievable instantly lose all credibility. If yours makes potential customers skeptical, get back to the grind stone and hone your USP some more.

Make It Specific

6 **Back up your USP with the fine print.** Get specific on exactly how you plan to fulfill this USP’s promise. Don’t just tell them what you will do for them. **Let them know how.**