

WHY SHOULD I BUY FROM YOU?

FIND YOUR BUSINESSES' UNIQUE SELLING PROPOSITION AND USE IT FOR MAXIMUM PROFIT + TO CRUSH YOUR COMPETITION!

UNIQUE SELLING PROPOSITION:

The distinct and appealing idea that sets you and your business, favorably apart from every other generic competitor

MUST ANSWER:

What's in it for me?



What makes you unique?



SIMPLE



SHORT



BENEFIT



EMOTION



MEMORABLE

WRONG WAY

AVOID CLICHE'S

Don't use tired, worn-out phrases that are far from unique:

- "Lowest prices in town"
- "Great customer service"
- "We value you"
- "We've been in business for more than 30 years"
- "The largest selection in town"
- "Free estimates"

Brainstorming Ideas

Is your product or service...

- Easier?
- Faster?
- More widely available?
- Simpler?
- Cheaper?
- Have a better guarantee?
- Prettier?
- More efficient?
- Smaller?
- A better value?
- A better design?
- Of higher quality?
- Cutting-edge?
- More time-tested?



HALL OF FAME

Some of the best USPs ever created:

- **M&Ms** - "Melts in your mouth, not in your hands"
- **Dominos Pizza** - "30 minutes, or it's free!"
- **FedEx** - "When your package absolutely, positively has to get there overnight"
- **Apple** - "Think Different"
- **Enterprise** - "Pick Enterprise. We'll pick you up."
- **Bounty** - "The quicker picker-upper"
- **Phillips 66** - "Clean Bathrooms!"

DELIVER IT!

Only make a promise in your USP if you can deliver it

PROVE IT!

Use stats, testimonials, and charts to provide proof that you deliver on your USP

Buy the book & free 7-day USP eMail Course at: <http://GetMyUSP.com>

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