

How to create your Unique Selling Proposition

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

Left
brain

I am the left brain.
I am a scientist. A mathematician.
I am familiar. I categorize. I am accurate. Linear.
Analytical. Strategic. I am practical.
I am in control. A master of words and language.
I calculate equations and play with numbers.
I am order. I am logic.
I know exactly who I am.

Right
brain

I am the right brain.
I am creativity. A free spirit. I am passion.
Yearning. Sensuality. I am the sound of roaring laughter.
I am taste. The feeling of sand beneath bare feet.
I am movement. Vivid colors.
I am the urge to paint on an empty canvas.
I am boundless imagination. Art. Poetry. I sense. I feel.
I am everything I wanted to be.

marketing **hy.**
results driven marketing

Your USP

This guide is going to help you create your Unique Sell Proposition. Your USP is going to be used everywhere over and over again. Memorize it and have everyone in your company memorize it. It defines you in the market place. Below you will find six examples of USPs.

GKIC Community

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

Pet Store

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

Financial Advisor

"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

"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

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

Ydraw

"Do you have a story that needs to be heard? We're a Whiteboard Animation Company that loves creating incredible animation videos for you. Want one?"

Let's get started

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, your thinking too much. Keep it Simple.

What is your Customers Problem?

What did you create to solve their problem?

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

Putting It All Together

Use the examples and your answers to create you 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 attempt to 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.

Good Luck!

Want us to do all the work for you?

Are you looking for to grow you business with online marketing we can help.

That's our job!

We're a video marketing company. We create and deliver the right message to the right people so your business can grow.

Ready for a marketing Campaign?

[GET STARTED](#)