

Define your WHY

Your unique selling proposition (USP) is **WHY** people do business with you. It should be short and real; don't claim something you can't back up. It should highlight your strengths, touch on what your customers like about you, and use powerful wording to say it concisely. This is much more than a slogan and much more specific than "We Create High-Quality Products," which is so vague it almost means nothing. It can also easily be used by a competitor. Your USP needs to be uniquely yours. If you have multiple focuses, you may want to have one USP for each area and one for your company as a whole.

What does your company do?

Who is your **WHO?** (This was defined on the WHO worksheet)

What are the things your customers compliment you for the most and that are unique and specific to you in your industry?

Remember Facts Tell, Stories Sell. People buy benefits over features. For example, a sharp knife is a feature. The fact that it makes cutting quicker and easier saving time and energy is the benefit. What is a story you could tell that clearly identifies your unique capabilities and expresses the benefits you provide?

Keeping the above ideas in mind, write down your USP. It may take several versions to get it just right. This isn't just an offer nor is it just the first line at the top of your website. It should be something that encompasses your whole business and the way you deliver for your customers.

What is your USP?