

# Worksheet | Developing a unique selling proposition

Your unique selling proposition (USP) is the reason that your products or services are different from and better than the competition. An effective USP grabs the attention of potential customers and aligns with your company's values. Use this worksheet to get organized and review primary factors regarding creation and marketing of your USP. Let's go!

## Key questions

How are you different from the competition?

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Why is this difference relevant to your potential customers?

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What is the specific and unique benefit to customers who choose you over the competition?

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Why do customers care about this benefit?

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## Who is your audience?

Can you define target audiences of potential customers?

Parameters to define sub-audiences could include:

Physical attributes: age, gender, health status

Cultural attributes: language, ethnic group, nationality, marital/family status

Personal attributes: economic status, education level

Entity type: individual, small business, corporation, nonprofit organization, professional organization

Business/Organization type: healthcare, legal, finance, education, technology, animals, transportation, professional services, political, sports, performing arts, craft/hobby, etc.

Access method: type of system used to access information about your business (computer, tablet, smartphone, website vs. social media, other)

Other \_\_\_\_\_

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## What do your customers care about most?

How can you help customers optimize resources?

- Save money
- Save time
- Reduce staffing needs
- Other \_\_\_\_\_

What problems can you help customers solve?

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Which negative emotions are customers experiencing with other providers?

- Stress
- Irritation
- Frustration
- Other \_\_\_\_\_

What specific behaviors or business aspects might be causing those negative emotions, and what can you do to avoid them?

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## What do your customers care about most?

What type of compensation would customers value if the USP claims are not met?

Money back guarantee

Free return shipping

Coupon or discount on future purchase

Free item

Other \_\_\_\_\_

### Get tips for offering free shipping

What type of comparison shopping can you suggest as a means to build confidence in USP claims?

Encourage comparison to other business's ads

Encourage solicitation of multiple proposals

Offer to meet claims made in competitors' ads

Other \_\_\_\_\_

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## Brainstorming possible USP features

What motivates buying decisions of current and future customers?

Price

Delivery time/speed

Additional costs for shipping/handling

Service level and availability

Breadth of options or choices

Special access to products or services only available through one source

Other \_\_\_\_\_

### Get insights on how customers make buying decisions

Which factors do your competitors highlight in their USPs?

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How can you improve on what they offer?

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## Brainstorming possible USP features

Which weaknesses do your competitors have?

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How can you highlight your difference when it comes to those weaknesses?

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## What positive recognition can you reference?

Awards

Product/service reviews on other websites such as Yelp!

Product/service reviews in third-party articles highlighting "best of" in your category

Testimonials

Other \_\_\_\_\_

### Get tips for developing customer testimonials

What personal behaviors, skills, or traits can you highlight?

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What concrete evidence can you produce to support your claims?

Awards

Reviews on other websites

Testimonials

Thank you notes or letters from customers

Mention in published articles

Professional recognition including education, certifications, memberships, affiliations

Other \_\_\_\_\_

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## Double-check your proposed USP

Are you relying on a single factor (such as price) that would be easy for someone else to undercut?

Yes      No

Can you substantiate what you're claiming?

Yes      No

Is your claim too generic?

Yes      No

Can many others make the same claim?

Yes      No

Are you sure that your USP is a benefit to your target customers?

Yes      No

Have you targeted a specific audience, such that your USP would appeal to most members of it?

Yes      No



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## Capitalizing on your USP

**By working through these steps to develop a unique selling proposition, you'll be well on your way to doing more than just setting your business apart from the competition — you'll nail down the compelling reason that potential customers must choose you over all others.**

**Good luck getting started!**

Where will you incorporate your USP into your website?

Home page

About page

Why Choose Us page

Copy

Testimonials

Reviews

Metatags

Landing pages

Other \_\_\_\_\_

**Check out website options from GoDaddy**

Where else will you incorporate your USP?

Social media profiles

PPC ad copy

Business card

Letterhead

Print advertising

Marketing giveaways (pens, notepads, etc.)

Other \_\_\_\_\_