

6 STEPS TO DETERMINE YOUR USP

1. Take a look back over personas. What challenges are they facing? In the space to the right, list how your product or service can help them overcome these.

2. Add to your list any unique benefits that your business offers or anything your business does better than your competitors.

3. List any other emotional needs that your product or service satisfies (think of this from your customers perspective).

4. Do a simple online search and compare your list of offerings with your competitors. Cross out anything that is not unique to your business.

5. For each unique offering you have identified, write down words or phrases that express it and bring the idea to life.

6. Communicate these words or phrases in a way that lets your customers know how they benefit. This is your USP.