



## How to develop your USP



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# I. How to develop your USP

**When developing the USP for your business it can be helpful to try thinking in the customer's point of view: why should they buy from you, not why you should sell to them.**

**Your USP should state what the most important benefit is to the customer in the target market you are trying to reach.**

**Trying to appeal to everyone will not give you an effective USP.**

**Focus on the clients that are your greatest income makers and direct the USP to them.**

**You want to attract the ideal client, not just any client.**

**Here are some questions that a USP should answer:**

- What problem are you the answer to?
- What quality makes you different, better or more desirable than the competition?
- What opportunity can you present to potential customers that others can or do not?
- Why should people buy from you?

When answering some of these questions, it is not enough to say "Our service is better," or "Our product is better quality." These statements are not compelling reasons to choose your business over any other business.

Also be sure to focus on a uniqueness that is actually meaningful to your customers. Building your USP around a feature is relatively unimportant to potential customers, and will not move them to try your product or service.

You can start by crafting a statement that defines what makes your product or service unique and special. You might want to start with a long statement of two or three paragraphs, and then work from there.

If you are already have an existing business, ask clients what they value most about the way you do business? And also ask yourself: "In what ways do I benefit my customers?"

Continue editing your statement until it is short, snappy, to the point and describes your uniqueness in a way your customers care about. Once you get your USP finalized, start sharing it with your target market, and let them know what you can do for them.

Plaster your USP in your marketing materials, at networking events, on your business cards, on your website and any other time you are given the opportunity.

Just remember, a USP is free, easy to duplicate and communicate across all your promotional material, and above all, tells your prospects what's in it for them if they do business with you.

**If you need help to find your Unique Selling Proposition then why not call me now and request a FREE one hours meeting to discuss your marketing approach.**

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