

RESOURCE: Identifying Your Unique Selling Point (USP)

A Unique Selling Point is a statement used in marketing your products or services to tell your audience what makes your offering different from your competitors and why it's a better choice.

You will have already answered some of these questions above. Where a question does not suit your industry, change it with something that does!

IDENTIFYING YOUR USP	
Who Is Your Target Audience?	
What age bracket do they fall into?	
What is their level of education?	
What social media networks do they use?	
What industry are they in?	
What's their job role?	
What goals or objectives do they have?	
What are their biggest challenges – what are their problems?	
How and where do they get their information?	
How do your existing customers find your business?	
What do you do that's better or different to your competitors?	
What Do My Competitors Do Better?	
What Makes You Unique?	

<p>Do you pride yourself on going one step further for your customers? How do you do this?</p>	
<p>Have you an exclusive deal with a local producer to use their products?</p>	
<p>Are your environmental credentials better?</p>	
<p>Does your product solve a problem quicker, easier, cheaper than anyone else's?</p>	
<p>What do you do that's different?</p>	
<p>Do you have a powerful offer or give a specific guarantee?</p>	
<p>Do you have award-winning staff? Are you award winning?</p>	
<p>Have your products, services, or organisation been given any accolades?</p>	
<p>Now, can you distill this down into one line? Here are some examples:</p> <p>Domino's Pizza You get fresh, hot pizza delivered to your door in 30 minutes or less or it's free.</p> <p>Premier Inn A good night's sleep or your money back</p> <p>Avis We're number two. We try harder.</p> <p>DeBeers</p>	

<p>A diamond is forever</p> <p>Nike Just do it</p> <p>Excalibur Press Unleash the power of your words</p>	
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Now, create your USP statement using this template:

Our [company/product] is the only one that helps [prospects] solve [specific problem] by [main unique promise or benefit].

Or

[Company name] specialises in helping [prospects] [do what?] by [main unique promise or benefit].

Or

We provide [what do you provide] to [who do you provide it to] with/using [what is your solution] through our [main unique promise or benefit].

Examples:

Our company is the only agency that helps small businesses solve their marketing and communications problems by offering multi-comms services and expertise in one place.

Our airline is the only one that helps travelers avoid expensive, hidden, airfare fees by offering no bag fees (first 2 checked bags) and no changes fees.

Excalibur Press specialises in helping small businesses audit and analyse their communications strategies by providing a range of publicity, marketing, copywriting and content services that will help them engage with their target audience.

We provide specialised World War 2 tours to visitors and tourists by taking them on a journey of how Carrickfergus played an important role in the military history of Northern Ireland through our Lead The Way Tour led by WW2 enthusiast Adrian Hack.