

How to....develop your USP

Many new business owners don't know how to determine their unique selling point. Either that or they're suffering from the results of not having one.

Stop getting lost in the crowd. Here are five steps to determine your unique selling point. Here are five steps to determine your USP.

- 1. List the features and benefits that are unique about your product or service.**
- 2. Decide what emotional need is being specifically met by your product or service.**

Think about this from your customer's perspective and add it to your list.

- 3. Identify aspects of your product or service that your competitors cannot imitate.**

Put a star beside anything that cannot be easily duplicated, reproduced, or copied.

- 4. Create phrases about your unique product or service that are short, clear, and concise.**

Use the words from steps 1-3 that you singled out. Be sure they can be easily communicated to and understood by your customers

- 5. Answering your customer's primary question: "What's in it for me?"**

- 6. Domino's Pizza: "You get fresh, hot pizza delivered to your door in 30-minutes or less...or it's free."**

- Target: "Expect more. Pay less."
- U.S. Peace Corp: "The toughest job you'll ever love."
- M&M's: "Melts in your mouth, not in your hand."
- FedEx: "When your package absolutely, positively has to get there overnight."