



International
Christian Momprenneur
Network™

She Builds a Business

APRIL 18-19 • VIRGINIA BEACH, VA

The Premiere Training and Networking Event for Christian Mom Entrepreneurs

Crafting Your USP (Unique Selling Proposition)

A USP is a statement used to describe the primary benefit of your product or service and how it is unique or different from the competition. Explore the following questions to identify the area you will choose to differentiate your company, product or service.

1. Who is my customer? (The more you know your customer, the better you will be able to choose a compelling USP).
2. How does my product or service solve a problem or challenge for my customer?
3. What motivates my customer to buy? What are his/her buying habits?
4. What makes my company unique and different from the competition? Why is my product or service the best choice? Consider factors such as price, service, industry/niche, etc.



5. What is the unique story behind my business or product? Or the unique personality or culture of the company?

6. What benefits or results do my customers receive from my product or service? Describe the 3 biggest benefits of your product or service.

7. What kind of proof can I offer to support my claims? Be specific.

8. What do I promise to deliver to my clients? And how can I ensure that I will follow through on that promise every time?

9. How can I integrate my USP into my: Elevator Speech, website, company description, tagline, business card, advertising, sales scripts, letterhead, etc.?