

Unique Selling Propositions (USP)

What is an USP?

Unique

Selling

Proposition

What is the purpose of an USP?

Examples of USPs:

Creating Your USP

Step 1: Use Your Biggest Benefits

Clearly describe the 3 biggest benefits of your service. In other words . . . what do you have to offer?

1.

2.

3.

Step 2: Be Unique

How do you separate yourself from the competition? How and why is Lil Jags Preschool the best preschool for early childhood development? Compose the USP so that it creates desire and urgency. Consider your services:

Product:

Offer:

Guarantee:

Step 3: Solve an Industry “Pain Point” or “Performance Gap”.

Identify which needs are going unfulfilled or what is difficult about choosing the appropriate early childhood program.

Step 4: Be Specific and Offer Proof

Consider including testimonials and other reasoning to support your service.

Step 5: Condense Into One Clear and Concise Sentence

The most powerful USPs are perfectly written, you cannot change or move a single word. Include your USP within your functional print.