



**UNIQUE SERVING PROPOSITION (USP)**

**or**

**HOW TO STAND OUT FROM THE CROWD!**

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**WORKBOOK**

# WHAT'S THE STATE OF YOUR USP?

Answer the following Questions:

1. **Do You Already Have a USP?**

2. **What is it?** ( Write it here, work through the four steps and look at it again!)

3. **How Effective Do You Think It Is?**

## Criteria for a Unique Serving Proposition

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- Whose needs am I addressing? (Target market research in Step 1 will help here).
  
  
  
  
  
  
  
  
  
  
- Why should people buy from me and not another company? (Step 2 look at your Competitors product and services).
- (Note: this doesn't have to be based on your products. It could be your unique understanding of your customers, your delivery method, or extra services you offer)
  
  
  
  
  
  
  
  
  
  
- What do I offer that no one else can? What makes me unique! (Product analysis in Step 3)

## Step 1: Understand Your Target Market

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*(Gather research, listen to your customers, and engage in conversation. Join forums, Facebook groups and LinkedIn groups. Do Twitter searches and set Google Alerts. )*

Research Topic	Information Gathered
Market Demographics (age, income, education,	
Top Questions Asked in your Market	
Top Problems Discussed in your Market	
Common Advice and Answers Given in your Market	
Emotional Responses and Other Feelings Expressed from your Market	

## Your Typical Customer

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*(Use this space to draw an actual picture of what you feel a typical customer in your market looks like.)*

## Step 2: Spy on Your Competitors

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*(Do some research into your top 3 competitors and what they are doing.)*

<b>Research Topic</b>	<b>Competitor 1</b>	<b>Competitor 2</b>	<b>Competitor 3</b>
<b>Products or services</b>			
<b>What people like about them</b>			
<b>What people don't like about them</b>			
<b>Marketing methods</b>			

<b>Relationship with customers</b>			
<b>Customer service</b>			
<b>Other Information</b>			

## Step 3: Identify Your Product

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*(What kinds of product or service do you or can you offer that blows away the competition? Highlight those that you would be best at.)*

Category	Product or Service	Competitive Advantages
<b>Current products</b>		
<b>Improved products</b>		
<b>New products</b>		



<b>Products for sub-sections of market (niche)</b>		
<b>Other ideas</b> <i>(try looking at other markets to see what ideas you can "borrow" for your own)</i>		

## Step 4: Write Your Unique Serving Proposition

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*(Use this space to draft different possible USPs. Don't worry about getting it right the first time. Remember to get feedback from real people. Then come back and edit until you're happy)*

**As you write your Unique Serving Proposition, test it against these 6 criteria:**

1. Is it **short** and to the point?
2. Is it **memorable**?
3. Does it say what the **benefit** of your service is for your market?
4. Does it make an **emotional** connection with your market?
5. Does it speak to the most **urgent needs** of your market?
6. Does it **clearly** tell people why you're different? Why is my service or product **unique** from my competitors?