

**MODULE 2**

VIDEO LESSON 2– YOUR USP

WORKSHEET

Summary:

Why should I buy from you?

This is a bit of a devil’s advocate question – obviously not intended to be mean or anything like that!

But it’s important to know why your clients come to you, what makes you stand out from your competitors and how you do things differently.

Your Unique Selling Proposition (USP) will help you position yourself in a way that will speak to your ideal client and send the message that you’re the right business for them to be dealing with!

To be able to do this effectively, you really need to understand your target market and ideal client, know what’s important to them, as well as their pain points, and how dealing with you will help alleviate their pain.

Some great historical examples of USP’s:

**Domino’s Pizza**

“Fresh hot pizza, delivered in 30 minutes or less – guaranteed!”

Their target market were uni students, who, after a big night out, had the munchies and didn’t particularly care whether there was a “Nonna’s secret sauce” recipe involved or not… Domino’s don’t even mention anything about GOOD pizza, but they do promise that it’ll be there in 30 minutes or less!

**FEDEX**

“When it absolutely, positively, has to be there overnight.”

So, what’s YOUR USP?

Please don’t gloss over this, even if you don’t believe there’s anything particularly special about what you do or how you do it – the fact is that nobody would be able to do what you do, even if they’re in the same field! What makes YOU unique?

You might even want to ask some of your clients what made them come to you, they’ll most likely be more than happy to tell you!

Action Items:

1. Define your USP

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