

MARKETING AND
SALES ADVICE FOR
BUSINESS AND
PROFESIONAL
PRACTICES

Your Unique Selling Proposition (USP)

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Develop your USP (Unique Selling Proposition)

The Unique Selling Proposition is a marketing concept that was first proposed as a theory to explain a pattern among successful advertising campaigns of the early 1940s. It states that such campaigns made unique propositions to the customer and that this convinced them to switch brands.

Famous USP & Advertising Slogan Examples

- "You get fresh, hot pizza delivered to your door in 30 minutes or less ----- or it's free." Domino's Pizza
- "When your package absolutely, positively has to get there overnight" Fedex
- "The King of Pop" Michael Jackson
- "The Greatest Show on Earth" Barnum and Bailey Circus
- "The World's Favourite Airline" British Airways
- "It's the real thing" Coca--Cola
- "Diamonds are forever ..." DeBeers
- "The ultimate driving machine" BMW
- "The best a man can get" Gillette
- "We're Number Two. We Try Harder." Avis
- "The milk chocolate melts in your mouth, not in your hand" M&Ms
- "The sweet you can eat between meals without ruining your appetite" Milky Way
- "To our members, we're the fourth emergency service" Automobile Association

Domino's really is a complete statement which can be verified by the customer and doesn't resort to marketing hype -- ultimate, best, greatest... and all the other words that sound great to a marketer and meaningless to a buyer.

Creating Your USP

Because we are warned against "bragging" as we grow up, we seldom take the time to think about what makes us special and unique.

Start your hunt for your USP by writing some lists. I suggest getting one of those large (five subject) spiral notebooks. Then take time every day to add to the following lists (these are for your eyes alone, so let yourself go):

- What are my assets? These are talents and natural resources that we are born with -- gifts granted you at birth. For example, you may have musical or artistic ability, a natural leaning toward numbers, athletic ability, dexterity, ease with people, and physical characteristics such as your height, weight, looks, smile, bone structure, etc. You may not make specific use of these now, but that is OK. Still add them to your list.



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- What are my strengths and skills? These are the result of individual effort and interest (education, jobs we've held, and activities we have taken part in). Strengths and skills include measurable abilities like administrating, analyzing, artistic expertise, communicating, computer skills, cooking, decision---making, financial expertise, managing, negotiating, organizing, persuading, physical activity, presenting, problem-solving, selling, teaching/training, and on and on.
- What activities do I enjoy? What do you enjoy doing so much that the time just goes by so quickly that you are completely unaware of its passing? When we are in this state called "flow" we are usually involved in activities that we not only enjoy, but also are good at performing.
- When have I felt like a success? Pick incidents from your life when you have felt like a success (these don't have to be huge successes in others' opinions --- just when you felt successful). Then, go back to the three previous lists, and note the assets, strengths and skills, and enjoyable activities at work when you felt like a success.

Note: if you are having problems defining your assets, strengths and skills, ask someone who knows you well and whom you trust to give you an idea of what they think makes you special and unique.

- Start crafting a statement that defines what makes you unique and special. By reviewing your lists, you should now have a good sense of what makes you special and unique.



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<p>Assets</p>	<p>Strengths and Skills</p>
<p>Activities I enjoy</p>	<p>When have I felt like a success</p>
<p>Which of all of the words in your lists describe what make you perfect for the work you do for others?</p>	
<p>You may start with a long statement of two or three paragraphs. Include what clients and employers have valued about your performance</p>	