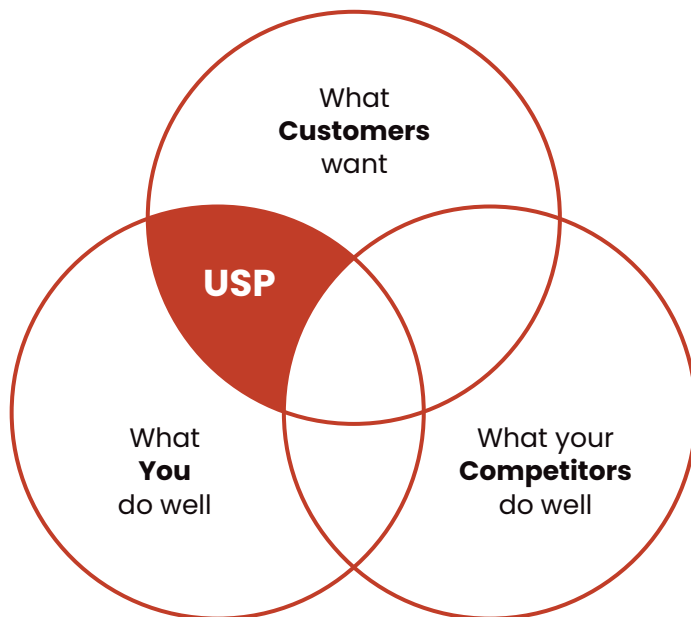




## Unique Selling Point (USP)

Making your business stand out is important. It's unlikely you'll be the only business providing your product or services in your market which is why it's important for you to identify **WHY** customers/clients should come to you above any other business.

Your strengths, your business values, and your commitment to your market will all combine to create your USP.



### WHAT WILL BE YOUR POINT/S OF DIFFERENCE?

- Fastest response time
- Most reliable
- Exclusive outlet
- Highest quality
- Cheapest
- Most economical
- Easiest to use
- Culturally inspired
- Locally made (when everyone else doesn't)
- Organic (when everyone else isn't)
- Made from sustainable materials
- Healthiest
- Environmentally friendly
- Best customer service
- Customer loyalty rewards
- Authentic social media presence
- Social enterprise component
- Money-back satisfaction guarantee
- Etc.

### QUESTIONS TO GUIDE NAILING YOUR USP

- What personal strengths do you bring to your business?
- What are your business values?
- What is your target market seeking? Who and where are they?
- What will motivate them to engage with what you have to offer?
- What is your commitment to your customers/clients?
- How can you stand out from your competitors? (i.e. do your market research!!)
- How will you seek customer feedback?