



# Unique Selling Proposition

Why should your potential customers choose your business and not the competition? If you don't have an answer ready to go, this worksheet will help you discover what makes your business unique and sets you apart from the competition.

A unique selling proposition (USP) outlines how your business, product or service is different from that of your competition...how **yours is better** than the competition. Your USP is an important part of your business plan, and can be very useful in crafting your marketing messages and overall brand.

To get clarity on your USP, follow the steps in this worksheet.

## Step 1: Describe Your Business

*What are you selling? Who is your target audience? What does your business do well? Is there anything unusual about your business? What is your most important customer-focused goal?*

## Step 2: Identify the Problem

*What problem or challenge are you solving for your customers?*

## Step 3: Name Your Differentiators

*How does your competition solve this problem? How are you solving it? What are some of the common praises your customers say about your business?*

## Step 4: Refine Your Promise

*Take the key points from your answers above to create a promise, or a pledge, that you are making to your customers.*

**Your USP** *Use this format: [Your business name] is the only business that [sells/provides/creates] [product/service] that [specific solution to your customer's problem].*