

What Makes You
UNIQUE?

USP CHECKLIST

SWOT

STRENGTHS - WEAKNESSES - OPPORTUNITIES - THREATS

Define your strengths, weaknesses, opportunities and threats:

Study Your
COMPETITION

AUDIENCE

KNOW YOUR TARGET DEMOGRAPHIC

Be Specific. You can't be everything to everyone!

Think of habits, engagement, needs and desires.

BENEFITS

WHAT BENEFITS DO YOU OFFER YOUR CUSTOMERS?

1.

2.

3.

4.

Try to define unique benefits that only you can offer. Think of ways to create a new market category.

Your **UNIQUE SELLING PROPOSITION** tells customers why they should do business with **YOU** and sets you apart from the competition.

1. CONCISE 2. MEMORABLE 3. EMOTIONAL 4. RELEVANT 5. CLEAR

YOUR UNIQUE SELLING PROPOSITION:

MEMORABLE - EMOTIONAL - SPECIFIC



USP