

Value
₹1275.00

Ashish Pawar's

How To Write A Powerful USP For Your Business

Dear Friend,

If you had the chance to get in front of an audience of your best clients and potential clients all at once, what would you say?

Most companies aren't ready to answer that question because they don't really have any idea.

If you can determine "*who you are*" and "*what yours uniqueness*", you will have a huge advantage in the market place.

So, What Makes You Unique?

When I first heard that I was blown away, in the year 2000. That's how much of an impact it had on me and I actually remember the YEAR.

Ever since then I have been thinking about it. You should, too. After all, think about how important the answer is for you and your company.

Can you *really* that question. Can you give *me* an answer that will explicitly help *me* to decide to do business with you? Most companies cannot.

Yet isn't that exactly what all of us strive for?

We all work to separate ourselves from the competition... to appear (to the customer) to be superior in some specific and meaningful way... to make it easy for them to choose us and, frankly becomes easy for us to sell, as well.

This separation is called as your "*Unique Selling Proposition*" or *USP* for short. In many ways, it's synonymous with your Branding Proposition, as it represents your big promise.

The Importance Of Your USP

I am sure you have been struggling to compete and stand out in your market?

And you are fighting a never-ending battle with competitors, feeling as though you will never be able to generate the exposure that your business needs in order to survive?

If so, chances are that the reason why you haven't been able to generate this kind of business, that you are hoping for... is because **you are not giving customers a reason to buy from you!**

In today's market, it's easy to get lost into the crowd of new businesses that are cropping up within your market.

In fact it's dangerously easy to end up being nothing more than a "me too!" business owner where your voice is drowned out by the sound of every other similar business in your industry.

And in today's market, the **ONLY** way that you will ever be able to build a business that stands on its own and is successful over the long-haul is by **discarding the "me too!" and separating from the crowd.**

And my friend, the only way to do this is with a Unique Selling Proposition or USP.

... a what?

USP!

In fact, USP can literally make or break your business because it tells your target audience exactly why you are different, what you bring to the table and why they should choose you, over the competition.

According to The Economist magazine:

"A unique selling proposition (USP) is descriptions of the qualities that are unique to a particular product or service and that differentiate it in a way that will make customers purchase it rather than its rivals."

**Without a USP, your product will always be in shadows,
barely able to compete in the marketplace**

Without USP your product doesn't stand out nor does it leave an everlasting impression in the minds of your prospects.

Without USP it's virtually impossible to create a unique brand that will be instantly associated to value.

Without USP people will never recognise you as being any different from your competition.

When I ask my consulting clients and audiences to write down why their customers do business with them, **98% of the time their answers** sound something like this:

“We are the leading provider of high quality, innovative solutions that deliver value to our customers”

“We provide our customers with the finest quality products at fair pricing and with outstanding, timely, efficient and courteous service”

“Our product lines are the best the industry has to offer assuring our customers complete satisfaction, and our commitment to service is second to none”

I didn't make these up. These are real why-you-should-do-business-with-us USP's from websites of real companies.

Quite frankly, can you tell that the first one is from a construction company... the second from a candy manufacturer... and the third from a utility truck distributor?

It seems like everybody today hangs their USP hat on the same three basic beliefs: quality, service, and price.

But if you are claiming the same reason-for-doing-business as everyone else, then guess what?

It's not Unique!

Try this. Get a sheet of paper and write down everything you feel your company does that's a benefit to your customer.

In other words, why should they do business with you? Go ahead and write Quality, Price, and Service, and whatever else you can think of.

Now go back down the list and cross off anything that your competition can also say as a reason to do business with them.

Anything left on your list?

Nothing! Scary huh.

One of the problems businesses face comes from technological advancement. Go back up and look at that definition again from The Economist – “...*a description of the qualities that are unique to a particular product or service...*”

The fact is technology is commoditising everything.

“If it can be copied, it will be copied” has always been part of business. But in the not-so-distant past, a new product or innovative service would have a nice head start on the copycats.

A business could legitimately claim product superiority for a decent length of time.

Good profits could be made off the new or innovative product before competitors caught up, giving the innovator both the financial resources and the time to stay one step ahead.

After Disneyland became a huge hit, Walt Disney was asked about potential competitors. *“Aren’t you afraid of another company copying your ideas?”* Disney replied *“not really, by the time somebody else copies something we have done, we are already six months ahead of them on our new projects”*.

Unfortunately, this is almost never the case anymore.

As soon as a unique new product or service is introduced, copy catters seem to hit almost immediately. That’s the dark side of technology.

A very high percentage of businesses, and in particular small businesses, are stuck in the past. Quite possibly, they are also stuck in denial.

But, Don’t Be SAD! I Have A Great News For You

The great news is that **your business or product already has a USP.**

Yes! That’s right. 😊 😊 😊 😊

It’s simply your job to define what that is and implement it into your marketing message so that your prospect knows exactly what you are offering and how they will benefit.

Most importantly why your prospects should come to your company or business, rather than going to competition.

So, where do you begin?

How can you figure out what your U.S.P is and how to deliver your message to your ideal customers?

It all begins by evaluating your business, your products and your offers.

- How can what you are offering improves your customer's life?
- How can that offer help your customer in some way?
- Why does your customer need it?
- Why should they purchase from you rather than the competition?
- What are you offering that your competitors aren't?

Evaluating your product – your business and your offers objectively, **from a third person perspective** is incredibly important.

It's the only real way to determine your strengths and your weaknesses so that you can improve your business, reach out to your global audience and give them a genuine reason to come to you.

And when you do this, you will never struggle in the market again because your USP will be the leading force that drives in non-stop business for many years to come.

So to do that you need to...

Know Your Target Market In Other Words Your Customer

Before you can create your USP for your business, you need to know your target market – in other words your customer.

:::: *What is most important to your customer?*

:::: *How can you truly connect to your customer?*

:::: *What is their greatest challenge and how can you help them overcome it?*

The more you know about your customer, the easier it will be to develop a USP. This will bring your customer to your door step – that provokes a positive response and really shows your customers that **you know what they need**.

When creating your USP, think from your customer's perspective.

So that rather than identifying what YOU may feel is most important about your product, you turn it around - and focus on what THEY want to know and feel is most important to them.

Like I said earlier, think about the very reason “*WHY*” you created a product.

This itself holds the key to defining your USP.

Think about *how your product is different than others on the marketplace, how does it add more value? How does it address a question, concern or simplify a process, such as reducing a learning curve, saving your customers time or money.*

Your product USP is the **driving force** behind defining value and creating a recognisable brand in your market.

There are businesses who have so carefully highlighted their USP and are **able to charge DOUBLE** of what their competitors charging.

And still sell out every single time simply because their USP adds a perceived value to their products or services!

One of the most well known examples of an effective USP is **Dominos Pizza**.

This business was struggling and was very close to filing Chapter 11 (bankruptcy) needed a quick turnaround. Hence, the USP, “***Fresh, hot pizza delivered in 30 minutes or less, guaranteed***” was coined.

They were competing against Pizza Hut!

Then there is **Burger King** who was competing against the McDonalds franchise giant.

They had to stand out from the ‘pre-made fast food service’, and they successfully did so by coining the USP, ***“Have it your way”*** – where customers are able to customise their meals based on their preferences.

They put customers in control and the USP was successful at helping them stand out.

Then there is **Ghadi Detergent** who was competing against the likes Surf and Nirma hot selling detergent brands.

They had to stand out from the ‘plethora of brands from biggies like HUL and P&G and many local players’, and they successfully did so by coining the USP, ***“Pahle istemal karein fir vishwaas karein”*** – which encouraged trial and prompts repeat purchase.

They put housewives in control and the USP was successful at helping them stand out.

All of these businesses had existing competition yet became successful national franchises that are instantly recognised in their industry.

They did this with the help of **a powerful USP** that made a clear promise and working to align their brand with delivering on that promise.

Your USP will differentiate you from your competition; more than any other aspect of a marketing campaign ever will, but you need to make sure your USP is not only memorable, but **believable**.

In today’s marketplace, your business will struggle to stand out from the crowd without a USP to give that extra boost it needs, so that it instantly offers an added incentive for prospects who are making the decision between purchasing your product or your competitors.

Take your time when developing your USP.

Think of ways that you can add flare to your product, how you can use your USP to demonstrate value, to illustrate performance, and to showcase the distinctive benefits of your product.

Your USP should be described in a couple of sentences.

You **HAVE** to keep it short and to the point so that it lends “stickiness” to your campaigns and becomes quickly (and permanently) associated to your brand.

Now let's get to for what you are been waiting for...

How To Create A LASER-LIKE USP

Before we go any further I want to lay down 5 Main Ways To Establish A USP and here they are:

1. **Practice Area:**

Do you practice in a very specialised area that no one (or almost no one) else is well-versed in? This can only be your USP if your practice area is extremely narrow or if you service a very specific target market.

2. **Personality:**

Is there something exceptional about the culture of your firm, or about you, if you are a solopreneur? Some high-profile personality that may come to your mind here or their endorsements.

3. **Process:**

Does your firm 'bundle' its services differently than other firms in your area of expertise? Is your solution or the way you deliver it different than that offered by any other firm?

4. **Service:**

Does your firm provide an exceptional or extraordinary service that no other firm does? Again, just saying that the client can expect phone calls returned and questions answered isn't enough. Perhaps you're the lawyer who makes house calls.

5. **Marketing:**

Once you have defined your USP, you should include it in every single marketing campaign. From newsletters, e-newsletters, newspaper ads, salesletter, post cards, social media marketing, forum marketing, PPC advertisements, blogs, seminar, workshops, written articles, and of course on your website.

Got that, good 😊 😊 😊 😊

According to me there two types of USP's

The first one is **Universal Selling Proposition** this means you offer everything that your competitor offers. SIMPLE! If your competitors are offering 24/7 service, a toll free number, open all days, same day delivery, etc... than you also have to offer those same things.

And the second one is **Unique Selling Proposition** which we will discuss in detail.

As I said earlier creating your USP going to take some time, but once you have done the following exercises you are going to know more about your business and about your competitors and how to outsell them than ever before.

1. Buy A Large Pack Of 3x5 Index Cards



As shown in above figure, on each card, you are going to write down one feature of your business on one side of the card and on the other side you are going to write one benefit.

For example a drill is a feature and the hole that drill makes is the benefit.

Now to make you understand this exercise better I am going to use examples from a Family Lawyer program.

- ☞ Having no hourly billings is a feature. The benefit is you don't worry about calling your lawyer before making important legal or financial decisions

- 👤 A team in place to support your clients is a feature. That clients can call and get quick questions answered without having to wait is a benefit
- 👤 Three year plan reviews is feature. The benefit is your clients plans will work when their families need them most
- 👤 A membership program is a feature. Being able to call on your lawyer throughout your life is the benefit
- 👤 Writing a Will is a feature. The benefit is leaving behind whole Family Wealth, which is far greater than just your financial wealth

Now, think about your own business and write down one feature per card. On the opposite side of this card, write down the benefits associated with the feature.

I know you probably don't want to do it.

But I am going to insist that you do it, because when you do it, it will radically increase your income and radically change the way you feel about your business.

Remember: *A benefit is what the client receives as a result of the feature.*

2. The Next Step In This Is To Figure Out What The Competition's Are Up To

You want to see what your competitors are doing and what they are saying. This takes a little research.

Take a day off and go to the library and look through all of the newspaper ads, magazine ads, watch TV ads, listen radio ads, go through websites for your business category. If your library has yellow pages look through those as well.

Don't just stop there...

On a pad of paper, make a list of all of the features and benefits your competitors are claiming. More than likely, most of your competitors are only going to list their features.

When a feature of a benefit is repeated, put a checkmark next to the one you have already written down on your 3X5 cards, so you don't have to keep writing the same ones over and over.

Then, you want to check out ads in other publications where your competitors maybe advertising. Make a list of everything that they are saying.

Yes I know, again, this is a laborious process.

But it's going to take less than a day and it's critical if you want to have a marketing edge.

Now, once you have done this, examine your list. You will notice **that most of your competitors are saying the exact same thing!**

Everyone is saying the same things in the same way. All of the ads look exactly the same.

Everyone is copying everyone else.

It's what one of the direct response calls **marketing incest.**

Marketing incest – is when people in a industry keep copying each other until the marketing and advertising gets dumber and dumber and dumber and less effective.

If you look and sound the same as everyone else, you have no competitive advantage. And with no advantages, the prospect is going to make his or her decision either by calling only one person or, even worse, on price.

This is not an enviable situation to be in.

You need to stand out. You need to be perceived as being different and unique.

Again, the key word is *perception*. Maybe you do only offer the standard services, such as “custom documents” and “personal service” like everyone else.

That's fine. But you can frame these features in a way so you are perceived as being different from your competition.

So when a prospect sees your ad or calls you on the telephone, you stand out from everyone else.

You see, that's what marketing is all about, and that's exactly what this is about. You are going to discover how simple and easy it really is.

Now that you have your index cards with the features and benefits specific to your business. And they clearly stand out as benefits. Which is not merely repeating what everyone else in the marketplace claiming?

You now have the material to develop your own USP.

3. The Main Question Your USP Must Answer Is This

“Why Should I (Your Customer) Chose To Do Business With You Verses Each And Every Options Available To Me, Including Doing Nothing?”

Now, hold on. Don't tell me that you are the “best”. That's not going to work.

Remember those quality, service, and price beliefs that I spoke to earlier. That also is not going to work.

Crap, don't give me some cute little slogan. That also is not going to work.

Only...

Remember to focus on benefits, and make this paragraph as long as you need to. If you need to use 4 pieces of paper, that's fine. Don't edit yourself, at this point.

Just write down all the benefits that you came up with in steps 1 and 2 in one single, combined statement.

Here is what one of my client came up with for his Family Lawyer Program when he first went through this exercise:

“Affordable access to a lawyer who isn't going to bill you hourly so you will call before making important legal or financial decisions for your family and you will get your quick questions answered without having to wait and the plan you put in place for your family will work when your family needs it and you will always be able to call on your lawyer for your lifetime and when you are gone, you will leave your family with the gift of a trusted advisor and a legacy library far greater than all the money in the world”.

Now, obviously this is too wordy and clumsy for a USP, but then he could condense it down and create his own Unique Selling Proposition.

The Family Lawyer USP that my client came up with and which is still a bit of a work in progress is:

“Affordable Access to a Personal Lawyer For Your Lifetime Who Will Be There For Your Family When You Can’t Be”

Remember, your USP should be one or 2 sentences, at most.

You want to write, rewrite and rewrite again, until you get a USP that you are extremely happy with.

Spend as much time as you need on this. It’s extremely important.

PRICE Based USP

If your product fails to carry a USP, the only way people will differentiate your product from a competitor’s is on price alone.

Think about this in regards to your own buying decisions.

If you were to visit your local computer shop with the intention of purchasing an external hard drive, knowing little about brands or features, and were presented with two similar products to choose from.

Which one would you buy?

In the absence of any other *differentiating factor*, the lowest price becomes the deciding factor.

You **NEVER** want to compete on a price based USP, because it leaves you *little control over your market’s decision* whether to purchase from you or your competitor.

Instead, you need to develop a Unique Selling Proposition that uniquely separates you from other products in the marketplace.

And do so in such a way that it would be difficult for your competitor to copy / replicate that.

Also keep in mind **that your USP not only helps you stand apart but becomes part of your product and if you have done your job at associating that USP to your product.** It WILL be extremely difficult to copy / replicate by your competitors.

How To Put Your Powerful USP In Action

So now that you have created your USP and have done a good job at associating that USP to your product, what are you going to do with it?

It is going to become the cornerstone of your marketing.

You are going to use your USP in every form of marketing that you do. You are going to use it in:

- ✓ Print Advertising (newspaper, magazine, etc)
- ✓ Your Brochures
- ✓ Your direct mail pieces
- ✓ Your Telephone Script
- ✓ Your Business cards
- ✓ Your Website
- ✓ Your Squeeze Pages
- ✓ In One-To-One Selling
- ✓ And When You Are Talking To People

It's going to be used everywhere.

Let's take example of Family Lawyer Program he came up with an elevator pitch based on his USP. He came up with:

“I am a Personal Family Lawyer, but I don't handle divorces and I don't bill my time by the hour”

Now think about this, what's that person's natural reaction going to be when you say that line to him?

They are going to say, *"Well, what do you do then?"*

And that is the exact response you want to elicit.

Because it gives you permission to tell them more, to go into a mini presentation, to get their business card and possibly sell him on using your services.

This also gives Family Lawyer the opportunity to go into depth about the features and benefits on the index cards, such as no hourly billing, a whole team in place, 3 year reviews, the membership program, etc.

So you want to make sure that when someone ask you what you do?

You reply in such a way, with your USP or part of your USP, that gets him to ask,

"How do you do that?"

or say

"Tell me more about that?"

Now, I hope I have convinced you of the importance of developing a USP. You must do it. Again, it's a cornerstone of all of the marketing techniques that follow.

Finally...

Wherever you advertise or promote your business, your USP needs to become a permanent part of that marketing message.

You want your customers to identify you by your USP, and to solidify your place in the market by leveraging your USP to build instant recognition.

Your USP is more than just a tagline; it represents your brand and your commitment to fulfilling on your promise.

You want your USP to communicate a positive benefit, to leave an everlasting impression with your target audience, and to nurture positive association to every other product you create.

One thing to keep in mind is that your USP can and sometimes, should, change if your market does.

Of the examples from earlier, Dominos Pizza no longer use the original USP that was designed to give their businesses that extra push in the market.

Eventually their competitors started incorporating similar USP's into their own marketing campaigns and before too long, their USP's became ineffective.

After all, a USP is designed to help your business or product stand out in the marketplace, but if everyone else is using a similar USP, it can actually hinder your chances at building a recognised and unique brand.

So Dominos changed it, and you might also want to change it.

Remember that the difference between successful and unsuccessful people is that successful people do all of the things that the unsuccessful people don't like to do.

Successful people don't like to do them either, but they do them anyway. And that's what makes them successful.

How about you?

Are you willing to do what it takes to make your dreams come true? I hope the answer is "YES". And I believe in my heart that it is, or you wouldn't have invested in this.

Have Gee mein Gee!



Ashish Pawar

"NO RISK"

Response Form

____ Yes Ashish, I want to get a copy of the most valuable and unusual system for attracting qualified prospects, clients, or patients, entitled **"DYNAMIC MARKETING: For ALL Business Owners and Sales Professionals"**.

I know this SYSTEM will disclose the uncensored customer and client attraction strategies such as:

- *Unique and definitive strategies to "BUILDING A LIST" from scratch, this stuff could put you over the top immediately*
- *Business to-consumer AND business-to-business target marketing EXAMPLES described in complete detail—completely applicable and transferable*
- *A breakthrough approach to ATTRACTING top-quality prospective clients or customers to you... even if they are usually resistant to normal advertising, marketing or prospecting*
- *Why so many of your advertising rupees are wasted, and how to STOP BEING AN ADVERTISING VICTIM once and for all*
- *The key to getting past GATEKEEPERS TO DECISION-MAKERS and gaining their favourable attention*
- *A simple assignment that will EMPOWER you to craft and convey an irresistible message about yourself, your product, or service*
- *Unique "3-STEP SALES/PROSPECTING LETTER SYSTEM" that works for new customer attraction in any business*
- *3 Steps to exponentially MULTIPLYING YOUR REFERRALS, much easier getting other people to rave about you—and it doesn't cost you anything*

PLUS fast action **TWO BONUSES** such as: **"How To Print All The Money You Want Legally"** and **How To Solve All You Advertising, Marketing, And Sales Problems, Fast & Forever"** which I know... NOT TO BE MISSED!

____ I understand that otherwise it sells for **₹2997** but I will get this SYSTEM for just **₹1498.50** (plus shipping & handling) and I could see a **substantial and immediate increase in my business**. However, if after receiving *DYNAMIC MARKETING* I am not completely satisfied **I can still receive a full 365 days 100% refund, no hassles, no questions asked.**

PLEASE WRITE CLEARLY

Name _____ Business Name _____

Address _____

City _____ State _____ Zip _____ E-mail _____

Phone _____ Fax _____

Credit Card: ____ Visa ____ MasterCard ____ American Express

Credit Card Number _____ Exp. Date _____

Signature _____ Date _____

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