



# WHY SHOULD YOUR CUSTOMER CHOOSE YOU?

AKA your Unique Selling Proposition  
(Uh oh, did we lose you? Stick with us!)

## REAL TALK.

Unique selling propositions (USPs) and their importance get a lot of air time.

## WHAT IT IS.

Who you are, what you do and why you do it better.

## WHY IT'S IMPORTANT.

You might know the difference but if you aren't making noise about it, then how will your audience know?

**1**

### Know your audience

Start broad, i.e. type of company, project or buyer. From there be specific: key industries, demographics and locations.

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**2**

### What problem do you solve for your audience?

How do you make things easier or more accessible? What makes you helpful?

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**3**

### What are your distinctive differences?

Fill in the gaps your competitor is missing. Highlight your super powers.

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**4**

**Establish your promise**

Focus on customer deliverables. Speak their language. Savvy consumers have a nose for BS - don't make a promise you can't keep.

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**5**

**Combine and refine**

Merge your bullet points into a paragraph.

Feeling clunky? Can you merge recurring ideas? Or reorder for a better flow?

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**6**

**Tools down**

Have a beer. Sleep on it overnight. Set some time aside to revisit this tomorrow with some fresh eyes.



**CONGRATULATIONS!  
YOUR BUSINESS HAS  
SOMETHING TO TALK  
ABOUT.**