

# BUILDING YOUR USP... FAST

**BONUS REPORT – [www.jonrognerud.com/freecd](http://www.jonrognerud.com/freecd)**

## Unique Selling Proposition (USP)

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**Definition:** *The factor or consideration presented by a seller as the reason that one product or service is different from and better than that of the competition*

There are more businesses that exist without a good USP than the opposite. In fact, I would say that if we took 100 businesses, lined them up, side by side – and asked them “what’s your business, and why should I do business with you vs. your competition” – we would get the normal answers of “better, faster, cheaper, great customer service, been in business since 1947, better management, longer experience, faster shipment, etc, etc.”.

Then, after you listened to all 100 – I would ask you: “which one stood out”? You might remember one of them, possibly two. (And, it would not be... because you loved the product or service... but, because they actually STOOD OUT).

And, all marketing and business positioning, branding, and stems from the USP and the closely related mission and vision statements. However, nothing is more important than the USP.

What is it for your business? Let’s work on it together.

A simple starting point is to state “what you are NOT”. Then, with a bit more clarity, fill out this statement:

**“I/we help \_\_\_\_\_ do, be have more of \_\_\_\_\_ SO THAT \_\_\_\_\_”**

This is a short sentence, but will start to narrow down your focus, and explains benefits to the USP, and using your company, services and products.

To help you with this, use this checklist:

1. Become very clear of who your buyer is.
2. Be clear on what you are selling to this audience.
3. Establish your unique promise – the “promise of the premise”
4. Include something you are “NOT” – possibly “negative”
5. Include a time line for access
6. Finally, add an “or else...” (which could be your AMAZING GUARANTEE)

I realize that this checklist expands on the simple sentence in yellow above, but it actually helps you to build out your sales positioning.

Too many work on brand building and marketing – without the very important SELLING part.

If your INSIDE REALITY doesn't match your OUTSIDE PERCEPTION, you're not helping yourself...or anybody else, for that matter. (think: low/no sales)

So, start with this checklist and then backfill it into the one-liner above.

Then, write a sales letter that explains the “what you have, what it will do for them, and what to do next”.

This then, forms your USP with a great offer, awesome benefits, results and tells them what CALL TO ACTION to make.

If you want examples of this, visit [www.jonrognerud.com/contact-jon](http://www.jonrognerud.com/contact-jon)

Thanks for your attention!

Onwards,

- Jon