

**5 STEPS TO AN**  
*irresistible*  
**UNIQUE SELLING**  
**PROPOSITION**

**PostcardMania**

*Postcard Marketing Experts*



## Get Ready to Learn:

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- What is special and amazing about your business.
- How to use that to your advantage.
- How to distill it into a simple, beautiful USP.

**Your business is unique.** No two businesses are the same. And in the midst of this unique snowflake “specialness” lies a secret benefit that will cause prospects to see why they should choose your business over your competitors. This worksheet will help you find it. Let’s start at square 1, with a definition:

*Unique Selling Proposition (USP):*

*A desirable, exclusive benefit that sets your business apart from the competition.*

**Easy enough, right?** In short, your unique selling proposition answers the question, “Why should prospects choose you over your competition?” in just 1-2 sentences!

*The best answer to why a prospect should choose you over your competitors involves two aspects:*

desirability  exclusivity

Now let’s look at some examples of USP that combine both elements well:

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Zappos

The only online shoe retailer offering “Free Shipping & Free Returns 365 days a year.”

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Domino’s Pizza

The only pizza company who guarantees delivery within 30 minutes.

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Toms Shoes

The only shoe company who donates a pair of shoes to a needy child with every pair purchased.

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NORDSTROM

Nordstrom

You can return anything purchased at Nordstrom at any time, no receipt necessary.

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PostcardMania

The ONLY postcard marketing company that creates your campaign based on the results of over 52,347 customers.

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Now it is time to switch from “learning mode” to “doing mode.” Here is how to create an irresistible USP for your business:

## Step 1. Have an Honest Conversation

Gather your leadership team (or if it is just you, set aside some time to be alone) and have a frank discussion about how you stack up to the competition. List out everything that you consider to be a desirable benefit of doing business with you.

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## Step 2. Find out If You Are Unique

Go through the list above and cross out anything that your competitors can also claim. Is there anything left?

- Yes? Skip to Step 4.
- No? Proceed to Step 3.

## Step 3. Brainstorm Possible USP Benefits

With your leaders, brainstorm new ways you can offer a benefit to customers that they can't get elsewhere. Answer these questions:

- What void in the marketplace can you fulfill?
- What can you guarantee about your product or service?
- What do people hate about your industry that you can fix?
- What niche do you or can you service that will differentiate you from others in your industry?

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## Step 4. Choose a USP Benefit

Identify the benefit above that best suits your business, and put a big ol' circle around it!

## Step 5. Write Your USP

Write a sentence or two that clearly states your benefit, and the fact that it is exclusive to you. Use clear, conversational language.

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You're done! Slap that sucker on everything that goes out the door and get back to delivering the best product/service imaginable! Good luck and feel free to call if you get stuck – **1-800-628-1804**.