

Creating Your Unique Selling Proposition (USP)

Most small businesses are very good at explaining **what they do**.

They list services.

They describe tasks.

They talk about how busy they are.

But that's not what helps a prospect decide.

What prospects really want to know is:

- **Why should I choose you?**
- **How do you do this differently?**
- **What's in it for me?**

That's where your **Unique Selling Proposition (USP)** comes in.

Your USP is not a slogan or a clever tagline. It's a clear, concise explanation of **how you solve a specific problem, who you solve it for, and why your approach makes you the right choice**. When done well, it shifts the conversation from *what you do* to *why it matters*.

A strong USP:

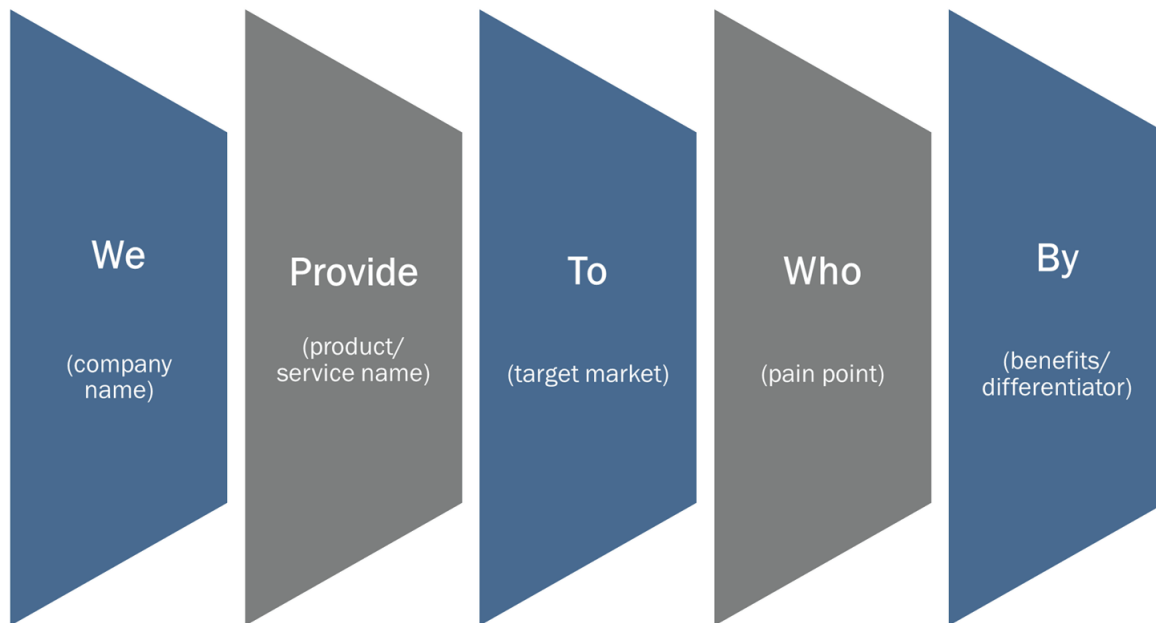
- Creates clarity for your audience
- Differentiates you from competitors
- Builds trust before the first conversation ever happens

Your USP should be short (3–5 sentences at most), conversational in tone, and easy to say out loud. If it sounds like something any competitor could say, it's not finished yet.

The pages that follow will help you move beyond listing services and begin clearly communicating **how you're different**—and why that difference matters to your customers.

To your success ~
Laura

Your USP Should Include:



Here's an example:

Next Level Marketing provides training, coaching, and resources to small business owners who are frustrated with managing their marketing and advertising by helping them step by step through the process of creating a Marketing Program for their business.

Now it's your turn:

We:

Provide:

To:

Who:

By:
