

Creating Your USP / Strategy

What Makes You Unique? – Creating Your USP

The best way to discover your uniqueness is to start to look at your business from the outside. The following questions will help you find out what it is that makes you unique and will help you think about your business in a new way. Be sure to be honest and to spend the time giving detailed answers.

YOUR CUSTOMERS

Describe your ideal customers? (three to five typical profiles)

- 1.
- 2.
- 3.
- 4.
- 5.

What are their needs/problems that we solve for them?

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Why does that mean to them? What are the key emotions we satisfy/give?

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What do our ideal customers value? (E.g. Speed, Quality, Service, Customisation, Convenience, Location) Rank these in order of importance to them

Value	Ranking
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YOUR INDUSTRY

Describe the perceived standards of customer service in your industry

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Describe the perceived standards of technology in your industry

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Describe the perceived standards of product quality in your industry

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Describe the perceived standards in sales & marketing in your industry

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YOUR COMPETITORS

List your top three to five biggest competitors...

1.
2.
3.
4.
5.

What are they really good at?

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What do they do poorly?

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What would your ideal clients say about each of these competitors?

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Why do people buy from them?

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What can they do that you can't?

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Where they are geographically located in comparison to you and your market place?

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YOU

How does your business compare to these industry standards?

Customer Service

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Technology

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Product Quality

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Sales and Marketing

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What are you really good at?

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What are you not so good at?

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If there was one phrase your customers and prospects used to

Describe what you do NOW, it would be

“OH, you’re the guys who

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If there was one phrase your customers and prospects used to describe what you do in an IDEAL WORLD it would be

“OH, you’re the guys who

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Based on what you’ve written above, what are four reasons you could give for your customers come to you rather than your competitors

1.
2.
3.
4.

What could you guarantee that would make what you are good at and your customers value stand you head and shoulders above your main competitors?

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