



## The USP Checklist

With this next step, we'll make your USP more practical and more measurable.

A good USP needs to fulfill these five criteria:

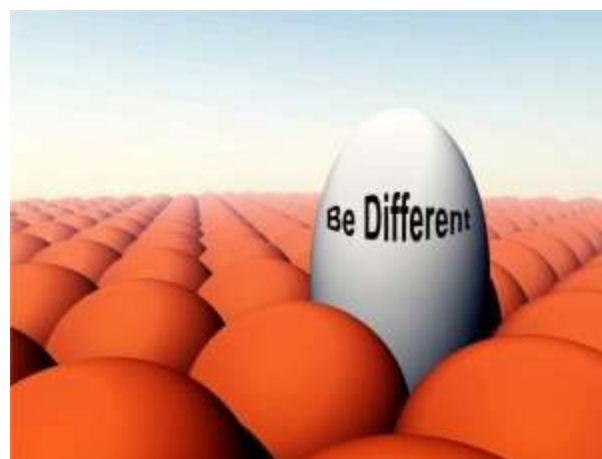
- ✓ It needs to be unique to your offer.
- ✓ It needs to be about what your prospects want (it needs to be desirable).
- ✓ It needs to be short enough to fit into one sentence.
- ✓ It needs to be clear and specific.
- ✓ It needs to have the x-factor.

### Unique

This is, of course, the entire point of a unique selling proposition. Your USP needs to be something that no one else is offering and it needs to set you apart from your competitors.

### Desirable

Your USP needs to be something that



your ideal prospect cares about. This means that it doesn't have to have universal appeal (remember: never try to please everyone), it only has to appeal to a specific group of people.

## Short

The end result should be one simple sentence that perfectly summarizes what sets your company apart from all the others. Your USP needs to be short because it needs to be communicated early on.

Your USP does not equal your headline or your tag line, but ideally, your headline and tagline should communicate or at least hint at the USP.

Any visitor needs to be able to learn about your USP within a few seconds and above the fold. If they have to scroll half-way down the page to find out what's unique about your business, you'll already have lost most of them.

## Specific

Avoid fluff-words and conceptual words (e.g. "monetize latent brand equity" might be unique and short, but it's not at all clear). When you write out your first drafts for your USP, always ask yourself: "how can I make this more specific?"

Don't talk about how your product saves time, tell me how much time it saves. Be very clear about your statements and write like a human being. Avoid buzzwords and lingo.

## X-Factor

The last one, the x-factor, is difficult to nail down. A USP can be unique, desirable, short and clear, but still be bland and forgettable. A USP has the x-factor when it's really memorable, when it makes you smile or when it has emotional appeal and speaks directly to your own experience.



The right USP with the right x-factor for your ideal prospects can often only be found via testing. Something that works for you might not work for them and vice versa.