

Develop Your Unique Selling Proposition (USP) - Template

Briefly describe your core business (max 20 words).

Summarise what your business does in one concise sentence.

Who is your ideal customer?

What does your ideal customer ***actually want?***

How can your product or service ***solve their problem?***

What influences their ***purchasing decisions?***

Why do your existing customers choose to buy from you and not your competitors?

Highlight your strengths, reputation, or unique features.

What benefits does this provide to your customers?

Focus on tangible and emotional benefits your customers experience.

Define your Unique Selling Proposition (USP)

We at *[insert your business name]*

help you *[solve this problem/ fulfil this need]*

by *[unique benefit or approach]*

Unlike *[competing products and services]*