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**100% Effective Natural Hormone Treatment  
Menopause, Andropause And Other Hormone Imbalances  
Impair Healthy Healing In People Over The Age Of 30!**

**Discover Your Unique Selling Proposition**

**By Marc & Terry Goldman**

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No matter what you sell online, be it a product or service, it is critical to define what sets you apart from your competition, makes your product/service appealing to your target market, and what benefits your product/service provides your customers. This is your Unique Selling Proposition or USP.

Being able to communicate the unique benefits of what you have to offer in a specific manner is critically important for achieving a distinguishable difference between you and your competitors.

You should aim to make your USP the one specific idea that first comes to mind when people think of your product or service. A very famous example comes from the automobile industry: when people hear "Volvo" they instantly identify it with "Safety".

You must obviously work to educate your target market about your product's USP. People did not just automatically associate Volvo with safety. Volvo helped to instill this idea in their heads through cleverly planned advertising, promotion and publicity.

You must have your USP clearly defined before you begin to craft any sales material for your product or service. This will help you to communicate your USP to your target market. If YOU can't state it your prospects sure won't see it.

Depending on the real benefits of your product or service and the void in your market that you are filling, your USP might be one of the following (or any number of others you might think of):

## Discover Your Unique Selling Proposition

- \* You sell your product or service for less than your competition does.
- \* You sell a higher quality product or service than anyone else in your industry.
- \* You provide more customer service or education before, during and after the sale than anyone else does.
- \* You offer twice the guarantee of your closest competitor.
- \* You offer better bonuses than anyone else does.
- \* You serve a specific demographic i.e. age group, industry, or type of person.

### Here's Exactly How to Create Your USP:

Write out in one to two paragraphs the benefits, NOT features, of your product or service; what sets it apart from your competition; and what makes it appealing to your target market.

Edit out the generalities and focus on the crispest, clearest, most specific promise your product/service can offer to your target market.

Rework it until you have a simple, clearly defined USP that your customers can instantly identify with. You should try to express your USP in a way that people really think. For example, forget anything like, "The innovative leader in banking services, financial products and convenient technology".

People just don't think that way. So it doesn't stick in their minds. This is more like it: "South Africa's only international bank". Get the idea? Keep it simple. Succinct. USP's work best when they are a sentence or two for the most.

Lowestfare.com is an example of a company whose USP is clearly defined in their domain name. This company provides the lowest air fares in the air travel industry.

### Does Your USP Pass This Checklist?

- \* Is it true?
- \* Is it easy to understand?

\* Does it differentiate the product in an attractive manner from the competition?

\* Is it expressed the way people will express it in their own minds?

If you haven't answered YES to all four of the above, go back and rework your USP until you can.

You should present your USP in every ad. And do so year after year. People remember with repetition.

Marc & Terry Goldman, Goldbar Enterprises. Since 1999, The Ultimate Marketers Resource has been the only system enabling you to manage EVERY aspect of your business from Autoresponder services, Mailing List management, Lead Generation, and Ad Tracking, to Viral Marketing and much, much more remotely from anywhere in the world, anytime, from any computer for a low monthly fee.

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## **Want to Increase Your Online Sales? Make Sure That Your Web Site Has a Unique Selling**

### **Proposition**

#### **By Gerardas Norkus**

If you own a web site or if you are going to build a new one, the most important thing about your site is to achieve as high as possible visitors to sales conversion rate.

Although they say that "the traffic is king online", if your website converts poorly, your online business will fail, unless you receive tons of free traffic which I doubt.

On the Internet today every website has competitors. So, in order to have a high conversion rate your online business should have a unique selling proposition, sometimes also called "unique value proposition" (USP or UVP).

What is this unique selling proposition? Your USP is the biggest unique benefit to your prospects. A benefit is an answer to your customer's question of "What's in it for me?" You should tell your prospects what makes doing business with your company better than doing business with your competitor.

## Discover Your Unique Selling Proposition

Here are some guidelines for creating a compelling unique selling proposition – USP:

Write down every possible reason you can think of why someone would want to do business with you. Review the list and eliminate everything that is also true of your competitors. If a competitor can make the same claim, it's not a "unique" proposition.

Some quick guidelines:

1. What is unique about your service compared to your direct competitors?
2. Which of these factors are most important to your prospects?
3. Which of these factors are most difficult for your competitors to imitate?
4. Which of these factors can be understood most easily by

your prospects?

Rework your USP until you have it simple and clearly defined that your customers can instantly identify with. USPs work best when they are a sentence or two for the most.

Lowestfare.com is an example of a company whose unique selling proposition is clearly defined in their domain name. This company provides the lowest air fares in the air travel industry.

If your business doesn't have a unique selling proposition, you must create one in order to be successful on the Internet!

When you have your USP, you should present it in your web site's headline, web copy, in every ad, do so year after year, and... remember that you must deliver what you promise.

When writing your web copy, it is also important to understand that there are four online personality types, and they look for information that specifically answers their questions. Note that sales conversion rate also highly depends on personality types:

## Discover Your Unique Selling Proposition

1. Competitive/Assertive personality – answer "What can your solution do for me?" question.
2. Spontaneous/Amiable – "Why is your solution the best for me?"
3. Humanistic/Expressive – "Who has used your solution to solve my problem?"
4. Methodical/Analytical – "How can your solution solve my problem?"

So, try to answer all above questions (What? Why? How?) in your web copy or sales letter.

After your website is up and running, in order to further increase sales conversion rates of your online business, you should run a split-testing, or A/B test, on your web site.

Note that direct marketing professionals don't guess – they base their decisions on statistics.

What is a split run?

A split run is where you measure a new idea or way to sell

a product against a control or default that you know works.

So, you might have two pages of sales copy – one that you know sells 2% to a targeted audience, and another that is selling the same thing but at an unknown rate.

To do the split-testing online, you should have a decent measurement system that accurately records the number of people arriving at your web site and their actions (leads, sales).

You could test different headlines, graphics, background/text combinations, link colors, buttons (buy now, order now, buy, order), you can even test paragraphs of content. There is nothing on a website that cannot be split-tested.

Any of these changes affect your sales conversion.

After you have run a split-test, you should find out if your test results are statistically significant.

## Discover Your Unique Selling Proposition

Use SplitTester. This free tool will tell how likely two ad copies are to have different long-term results:

<http://www.splittester.com/>

So, before thinking about how to drive more traffic to your web site, first make sure that your web site has a unique selling proposition (USP) and converts well.

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Imitation, The Smartest Form Of Flattery

USP on eBay

Your USP – Unique Selling Proposition

Do you have a unique selling proposition?

Ebook Authors Interviewed

Create Your Own Scrapbook at minimum cost.

Software Empire

Money Saving ideas

Bread And Biscuit Baker's And Sugar-Boiler's Assistant



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