

This Free E-Book is brought to you by Natural-Aging.com.

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

Enhance Your Unique Selling Proposition

By Robert Boduch

Having a strong Unique Selling Proposition can help you gain a distinctive edge in any competitive marketplace. Your USP, also known as a Unique Selling Advantage or Unique Competitive Advantage, helps to position you in the eyes of your prospect. It should clearly and succinctly communicate to your prospective customer why he or she should buy from you.

The best USP's come about from an in-depth understanding of your industry and competition. To create a fantastic USP, you need to know first what your competitors are using.

Your USP tells the marketplace what you offer, what makes you different from the other guys and what you'll do for them that will make them want to do business with you over and above all the other options available... including doing nothing. Your USP should focus on what you do best and what clearly distinguishes from all other competing businesses.

Keys To Success

The most successful USP's focus on a big emotional benefit that company offers that no one else does. It's vital to know your competition. Domino's Pizza's famous promise of pizza delivered to your door in "30 minutes or less, or it's Free" helped create a huge business and revolutionized the pizza delivery business.

You'll maximize your results when you create a compelling, huge promise that you can consistently deliver on and that you communicate everywhere. Promote your USP everywhere including; business cards, letterhead, all marketing materials, web site, product packaging, Yellow Pages Ads, etc.

How?

The best system I've seen for developing a strong USP, comes from Marketing guru, Jay Abraham. He suggests taking out 2 sheets of paper. On one sheet write, "You Know How..." and on the other write "Well, what we do is..."

Here's an example of this formula in action:

Enhance Your Unique Selling Proposition

"You know how most home cleaners only work to schedules that suit them. Well, what we do is send a crew whenever you want, anytime of day or night, 7 days a week, including holidays, 52 weeks a year. When you want your home cleaned, we're there fast, guaranteed!"

Here's another:

"You know how most contractors promise a hassle-free renovation, then... they're always behind schedule, leave your house a mess... and they even have the nerve to charge you 15% more than their estimate! Well what we do is ensure your job will be completed on time and at the initial price quoted - 100% guaranteed! And, our crew understands that you're living in your home throughout the renovation, so we promise to take extra time at the end of every day, just to clean up any mess. We

help you create dreams... not nightmares."

Now, you may want to edit these examples down a manageable size, but by going through this exercise, you'll come up with a powerful USP that sets you apart. The length of your ideal USP depends on the nature of your business and the means you'll use to communicate it.

Examples

U-Haul offers an interesting USP with, "Only U-Haul Moving Vans Have Low Decks And Gentle-Ride Suspensions". ING Direct promises "Higher Interest Rates, No Minimum Balance and No Fees Or Service Charges". And Xerox offers "A Simpler Way To Do Good Work".

More resources at

www.makeyoursalessoar.com

Robert Boduch is an author of dozens of best-selling books, reports and articles on the art and science of selling. A free newsletter targeted at anyone interested in selling more of anything is available at

www.makeyoursalessoar.com

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.

Enhance Your Unique Selling Proposition

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.

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:

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.

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.

Want to Increase Your Online Sales? Make Sure That Your Web Site Has a Unique Selling Proposition
Imitation, The Smartest Form Of Flattery
USP on eBay
Your USP – Unique Selling Proposition
Do you have a unique selling proposition?

101 tips to stay fit and live longer.
Create Your Own Scrapbook at minimum cost.
Favicon Creator
Blogs and RSS Revealed
Software Empire



This Free E-Book has been brought to you by Natural-Aging.com.

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