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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!

Triple Your Profits Easily With The Right "USP"

By Matthew Zavadil & David Huizar

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Convinced you have a fantastic idea for your online business and can't understand why you're not making a big profit yet?

If you're seeking your very own Internet fortune and have developed an online business, you know there are a lot of steps involved. You've registered your winning domain name, hosted it, put together your business plan, etc. You've thought very carefully about your products or services and you're looking forward to the day the orders rush in.

But have you woven what makes you unique through your business model? What is going to cause the web surfer to click your order button as opposed to gliding over to your competitor's order form?

Have you developed your "USP"? You may ask, "What's that?" It's your "Unique Selling Proposition". What makes your business and website different from all the rest? How do you separate yourself from the pack?

We're sure you're very aware of how fast the Internet is. People are busy in today's "keep moving" culture. If your website doesn't grab their attention and keep it, they are off to the next one faster than you can ask your bank rep, "What's the latest I can send my mortgage payment in again?"

Realize that most people are going to do a little research before they buy. We do this all the time and we're sure you do, too. Don't you search a lot of sites, bookmark the ones that look good and then go back and buy from the one you feel will benefit you the most? Maybe they have the best guarantee, the best service, the best quality, the best price. Or their USP makes some connection with you, right?

Coca Cola – "I Want To Break Free"

UPS – "What Can Brown Do For You?"

Subway – "Choose Well" – Get the idea?

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If you can come up with a Unique Selling Proposition that resonates with your prospects, you will flourish. We promise. Try to get in touch with your prospects' emotions. What is it that they really want from you? Do they want to ultimately lose 30 pounds, be in shape like they were when they were 25, make an extra \$2000 a month or maybe \$100,000 a year?

Here's your homework. Pay very close attention to all the "USP's" you see on TV, magazines, billboards and, of course, the Internet. You can't copy anyone but it will help you see what pulls the attention in.

Come up with a phrase that captures exactly how your prospect will feel or benefit after doing business with you and they will bookmark you, not your competitor. Capture exceptionally

well how unique your business is, how wonderfully better off they'll be after working with you and you may not have to wait at all. They may just decide to go ahead and click that order button right now.

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Unique Selling Proposition – Your Competitive Advantage!

By Larry Lim

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To capture a larger market share and be viable, sustainable and profitable, you absolutely need to differentiate or distinguish your business, products and/or services from your competitors.

In other words, you need to make your business special in the eyes of your customers and/or prospects.

You can do this by creating what's called an Unique Selling Proposition or USP and then effectively convey that USP to your target market via your marketing efforts and business performance.

This is particularly crucial if you're operating in a highly competitive market.

What Is An Unique Selling Proposition?

Your USP is the one thing or idea that sets your business favourably apart from your competitors'. It's a statement of Advantages you bring to your customers that differentiate you from your competitors.

It's the focal point around which the success and profitability of your business is built and so you must be able to state it and fulfill it honourably and effectively. It's always stated in terms of the benefit it

delivers to your customers.

Think about this:

"What's the one thing that makes your business unique and distinct? Why should people buy from you and not from your competitors? Do you promise great value, benefits or service?"

Advantages could include factors like a broad range of product selection, superior customer service, highest quality, best prices, and so on.

Effective USP Components

When formulating and implementing your USP, it's crucial that you bear in mind the following components:

1. Your USP must be truly unique
2. It must be strong enough to excite your target market and get them talking about it.
3. It mustn't be easily imitated or copied.

Look, anybody can claim that they provide the best service in town – "We're The Number One Service Provider In America". Do you think this is credible? Of course not, people can see right through it; it's

lukewarm and is an empty promise because you can't measure it and you can't hold them accountable. USP such as this can in fact harm your business instead of helping it.

Your USP really needs to pack a punch.

Now, let's take a look at good example:

"Your Parcel Delivered To You The Very Next Day, or It Costs You Nothing!"

The above is a powerful USP. As you can see, you can actually measure it and hold the Company accountable; the company actually guarantees the delivery of your parcel the very next day or it doesn't cost you a cent.

Can you imagine what this will do to the Company? It'll put it head and shoulders above its competition.

Many business owners often wonder why they should be unique. They wonder what's wrong with being a "me too" business.

The fact is that if you're unique, you're almost guaranteed to outperform and outdistance your competition. It's also a fact that a "me too" business will eventually go to the wall.

Triple Your Profits Easily With The Right "USP"

Let me ask a question:

Do you set up shop before identifying and formulating your USP?

If you do, don't!

Here's an illustration why...

You set up a provision shop in an area where there're already four of them operating in it.

The current market share is being split amongst the four provision shops, and out of the four, three of them are struggling.

By setting shop in that area, it means that the current market share will have to be further split amongst the five of you.

What makes you so sure that you'll be profitable if you're not unique and operate as an "also ran"?

The fact is that the odds is really against you because you're no different from the rest of your competitors.

The days where businesses compete on price and service alone is no longer that effective because the potential customers can always get what you have to offer much cheaper and with a better service somewhere else.

What you really need is to be different and unique in order to outperform your competitors.

By now you can see how powerful a statement of USP is to your business. As I've mentioned in the beginning, it is the focal point around which your business is built. It forces you to be clear and define exactly what advantages your customers can expect from doing business with you.

And as such, it'll drive your marketing efforts and have a profound impact on your operations.

Coming up with a clear statement of your USP doesn't cost you money – just some of your time and thoughts. At the end of the day, it'll be time and thoughts well spent because of the increase in sales and profits that you'll reap.

Just do it today; this step is absolutely crucial.

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