

Why Advertise? What Does Your USP Have to Do With Anything?

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By Kellie Marzolf

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There are several reasons that you want to advertise, one especially being to sell your products or services. But have you ever thought about some of the other, not so obvious, reasons advertising is so beneficial to your business? You want to make your advertising go the extra mile for you but you should really be thinking in terms of the long run.

Advertising, especially making your ads stand out from the crowd, can be a difficult task for many people, but the benefits far outweigh the negatives of learning the task. You want to get yourself and your product noticed and remembered. Differentiate yourself from the crowd and your reader is more likely to remember your name.

Your main objective is to ignite your readers emotions. By doing this, and if it is done correctly, you will not only ignite emotions but in turn cause them to make that purchase based on what they feel, whether they think it is logical or not at the time. You want to create a desire to find out what you have to offer this person by generating interest in what you're offering. There are a variety of ways to do this and many books online that will teach you how.

As a business entity or a person building a business, your goal is to be remembered by someone reading your ad. People are swamped with several ads on a daily basis so it's a lofty goal to be able to stand out from the pack. To do this, you need to distinguish yourself as different from the next guy. Be bold but not overbearing, interest them but don't pitch them a sale right away. Think of a Unique Selling Proposition, a new and intriguing way to make your readers click on your link and not your competitors. Fulfill this goal and you will more than likely have yourself a winner.

Writing advertisements that compell people to act is what you're after and learning the skills of ad writing is a necessity. If you're selling something similiar to the guy next to you, how are you going to compete? How will you make your product or service stand out and make that reader decide to give you a chance? Finding your USP and learning to harness it and use it for your benefit can greatly increase your product sales and your customer base list.

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The desire here is to ensure that potential prospects buy from you instead of your competitors and a good way to ensure that success is to take the time and invest in learning to properly advertise to your business benefit and success.

Kellie Marzolf publishes the GoForTheGold Directory Newsletter where you will find informative articles on internet marketing and promotions. Weekly safelists to join, useful resources and free bonuses in every issue. <mailto:subscribe@goforthegolddirectory.com>

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):

* You sell your product or service for less than your competition does.

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- * 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?

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* 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.

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