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Your USP – Unique Selling Proposition

By James Mann

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Your USP – Unique Selling Proposition' For Your 'Marketing Niche
or "What Makes You Stand Out In The Crowd"

by James Mann

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

Everyone's goal in Internet Marketing is to be successful at it.
Successful Internet marketing can be summed up pretty quick.

Finding your Niche or Target Group, attracting them with your
Unique Selling Proposition and then successfully meeting their
needs while meeting your own needs. Simple isn't it.

Whether your desire is to merely share, or to profit it is all
the same. You still need to attract the attention of your Target
Group or Niche before you can sell or give them what they
want.

How you perform this 'Simple Task' is the difference between the
success or failure of your eBusiness. Okay, it may not be that
simple, but it is definitely do–able, and when done correctly it
will work miracles.

To succeed at this task you must first realize one major point:
"You can not be all things to all people", so you must be
focused.

Knowing that you need to focus on one specific group of people
will help you in your researching of the group that needs or
wants what you have. In this way you can define them as your

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Target Group or Niche.

You must research as much detail as possible, so that you will really understand what makes this group tick. In this way you will be able to define a statement 'Unique Selling Proposition' that sets you apart from the rest of the crowded market place.

Doing this research or skipping this step will either make or break your eBusiness. Believe me when I say, that your eBusiness can not afford to by pass this step.

Setting a goal to be one of the 5% of marketers that will achieve

financial success in less than two years is a very worth while goal.

Finding that group of people, or your Niche in shortest time possible is what will put you light years ahead of 95% of other marketers and those that just give up.

Finding your Niche creating a statement that has impact and proclaiming the Benefits, while making it as brief as possible is how you will succeed while others just drift around aimlessly.

USP? What is that? That is your 'Unique Selling Proposition'.

This is your statement that shows why I should deal with you instead of the hundreds of others that are offering similar products and services. Your USP will be something that no one else has and it will be so attention grabbing that your visitors or prospects will have to have your product or service.

Where will you use this USP? In your email signatures, in your web site title, description, main heading and in the body of your web site. Plus you will have it memorized so you can use it when you are talking business.

Your USP is what makes you different from all the other marketers selling on the Internet? It is what will make people think of you rather than someone else. It is what will make the difference between a thriving eBusiness and one that is not.

Make your approach to selling stand out from the rest by doing something no one else does. A new angle or perspective, one that no one else has tried. Something that will make your audience

stand up and pay attention.

To be really successful with your USP you need to fill a void, an area that is calling for attention, but has enough people that you can earn a good income.

Now how do you figure out what your USP should be, so you will be able to reach your target group and show them why you are the best?

I am sure you have heard of the 'Five W's'.

Who?
What?
Where?
When?
Why?

You can also add 'How' to the list and you will have an even better chance at your success.

Answer these questions and you will have the answers to your 'Niche' and the ammo you need to make a dynamite 'USP'. You can use the answers to define the statement that will get them to listen up.

- Who needs your product or service?
- Who is your potential customer?
- What are their interests?
- What do they do?
- What makes other web sites sell?
- What can you do better?
- What makes you different than other marketers?
- Where can you find these people online and offline?
- Why would they buy from you?
- Why do they need or want what you have?
- How can your product or service benefit your prospects?
- How can you narrow the market down to a Niche?

Remember, you can only fill a need if you find the needy.

James Mann

"Build A Better Web Site" Affiliate Program

<http://zzz.clickbank.net/jmap/?m=jimmann&c=http://inetstrategiesinc.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.

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?

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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?

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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
Discover Your Unique Selling Proposition

USP on eBay

Using a USP to Quickly Connect With Prospects

Imitation, The Smartest Form Of Flattery

Software Empire

Ebook Authors Interviewed

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

The Ultimate Ad Tracking Tool

The Wonderful World Of Podcasting



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