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**Your Unique Web Proposition**

**By Scott Smith**

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Your Unique Web Proposition (UWP)

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Introduction

Every week, tens of thousands of new people and organizations are jumping onto the Internet bandwagon. How can you ensure that you will be found, and better yet, stand out as unique among this rapidly swelling crowd?

The key is to clearly define your Unique Web Proposition (UWP). Your UWP defines your place in the Internet marketplace, making you separate - and better - than everyone else.

Three Basic Questions

Here are the three basic questions you must ask to separate yourself from the competition:

1. What are you selling?
2. What is unique about what you sell - or how you sell it? What do you offer that your competition doesn't?
3. How can you describe the answers to the above questions in one tight, persuasive line?

If your UWP feels narrow and restrictive, that's good— you have defined your market niche.

Finding Your Niche

## Your Unique Web Proposition

Niche marketing is an essential element of your Internet success. Clearly define who you are, and right away you know which newsgroups to search for, where to post your classified ads, and how best to gather your leads. Nobody can ever market to everyone, everywhere. Being a jack-of-all-trades means you become a master of none, and mastery of your market niche is what you should strive for.

^v^

### The UWP Survival Questionnaire

The above questions are only a starting point for defining your UWP. But the paradox is that these are actually some of the last questions you ask. As a wise man once said,

"To know a lot,

you only need to know a little.  
But to get to that little,  
you need to know pretty much."

I urge you to take the time to put yourself and your business partners through this next series of questions, because it's key to your survival. The result will be true clarity on who you are and what you do, providing the razor-sharp definition you absolutely must have to find leads and customers on the swelling Internet.

### Your Company

1. What is the history of your business?
2. What is the philosophy of your business?
3. How and why has your business grown?

### Your Product & Services

1. What problems does your business solve for the customer?
2. What are the unique advantages of your products and services? (prioritize)
3. What are the problems and weaknesses of your products and services? (prioritize)
4. Where and how are your products and services sold?
5. How were your products and services originally launched? (marketing/advertising strategies)
6. How have your products and services performed? Have they been altered or improved? Is your share of the market improving?
7. What is your product/service image?
8. How does your product respond to changes in: pricing? promotion? advertising?
9. What are the current and future marketing conditions for your products and services?
10. Is your product and service category static or growing?
11. Is your category one of high or low interest?
12. Are there any regional or seasonal considerations?

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### Your Competition

1. What is the competition for your products and services? (brand/company/market share)
2. How does your product stand in relation to competitors?
3. Which competitors pose the greatest threat? Why?
4. Are there important differences between your products and services, and those of the competition?
5. How do your competitors differ in their advertising and marketing strategies? Price?
6. Have all possible brand positions been covered, or is there a unique niche for your product?
7. What is the size of the overall market in units and dollars?

### Your Target Market

1. Who will buy your products and services? (demographics)
2. Who influences buying?
3. Who will actually be using your products and services?
4. Who are the heavy users of your products and services?
5. Why would someone choose not to buy your products and services? (price, lack of awareness, etc.)
  
6. What kind of emotional sell would motivate someone to buy your products and services? (prestige, security, etc.)

Finally, ask yourself again:

1. What are you selling?
2. What is unique about what you sell -- or how you sell it? What do you offer that your competition doesn't?
3. How can you describe the answers to the above questions in one tight, persuasive line?

Your objective should be to establish your business as a lighthouse beacon sweeping across the darkness of the Internet. You are the expert in your field ready and waiting to solve your customer's problems. You have all the right solutions, and your success will be theirs, too. Clarify who you are first, and every marketing step you make from now on will be targeted like a laser beam.

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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.

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

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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.

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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

Your USP – Unique Selling Proposition

Do you have a unique selling proposition?

USP on eBay

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

The Ultimate Ad Tracking Tool

Ebook Authors Interviewed

Money Saving ideas

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