



How To Find Your Unique Sales Position (USP)

There's a TON of confusion about what a USP is, and how we can find a unique, interesting positioning to set ourselves apart in the marketplace.

Let's take a step back and look at the various ways that you can differentiate yourself from the competition.

Identifying Unfilled Needs In The Market

First, you need to identify which needs in your market are going unfulfilled — then craft a USP to fill that space. Examples of unfilled needs that could be turned into USPs might be:

- Better prices
- Convenience (closer, easier to access, quicker to implement, etc)
- Aesthetics
- Exclusive/scarce/status symbol
- More customized service
- Better quality product
- Better selection/always in-stock, etc
- Better hours/access to service
- "Trendier" or more cutting edge
- Better customer support
- Faster service
- Better warranty or guarantee

- Any other distinct advantage that a competitor is lacking

Traditional businesses use these all the time when developing products to gain market share in even the most crowded, competitive markets. Think about *Beats by Dre* headphones.

Sonically, they are good headphones. But Bose had been making high-quality headphones for years.

What's Beats' USP?

Aesthetics and Status Symbol.

They were the first headphones to put a lot of emphasis on design — from the actual device, to the packaging.

They were also paired with athletes and celebrities early on, before they were even available to the public — which created scarcity and intrigue.

Now their USP as a Status Symbol is used to justify extremely high prices.

Create A USP You Can Commit To

Your job to is to select a USP that both meets a need in your market, and you can commit to for the long term.

For instance, if you offer 24/7 support just to create a powerful USP, but can't fulfill that promise, then it will only take a few unsatisfied customers for your reputation to crumble under the weight of a promise you can't maintain.

Pick something that stands out in the market, but that you can consistently, reliably fulfill. The goal is to pick one strong, clear USP — although you can have a secondary, supporting USP to accompany the main one as well. For ex: Price AND speed.

Examples of Freelance USPs

A.) Copywriter, fiction writer, blogger, etc:

“Most writers take a week or more to deliver an initial draft. When we work together, you’ll get a preliminary draft in 48 hours — and an unlimited amount of revisions until your vision is realized.”

USPs: Faster service, better guarantee

B.) Web designer or developer:

“We only work on projects that we take a personal interest in — so you’re going to get our absolute best. When you work with us, you’ll get the same caliber of design/development we’ve employed at industry leading companies that typically costs \$XYZ — for a fraction of the price.”

USPs: Quality of work, price

C.) Music instructor/artist/tutor:

“Many instructors take a ‘one size fits all approach to learning.’ When we work together, you’ll learn the same skills that took me over 15 years to master, delivered at your own pace, tailored to your specific learning style.”

USPs: More customized service, exclusivity (because you mention how long it took you to learn the skills)

D.) SEO consultant, web consultant, etc

“We don’t ‘pencil in’ time for our clients — our clients are our lifeblood. When you work with us, enjoy priority access to our experts and guaranteed return calls within 3 hours during the work day — even on weekends.”

USP: Better hours/access

E.) Nutrition coaching/meal plan specialist

“I don’t make cookie cutter diets. I’m specialize in creating nutrient dense meal plans for people with XYZ food allergies.”

USP: Customized service

F.) Personal Trainer

“I specialize in helping busy moms get back into shape after having a baby.”

USP: Customized service