

COPY CHIEF

UPPING YOUR USP GAME WITH

**THE USP BUILDER'S
TOOLSET**

So, let's talk about how we can find **a killer USP for your business.**

To really get some amazing results, I'm going to show you two simple steps you need to go through.

1. **Discovering Your USP** - Whether your business is successful or not, the first thing you need to do is identify what your current USP is. The tool set in this step will help you identify exactly what your current USP is - even if you don't think you have one.
2. **Strengthening Killer USP** - Refining and amplifying the power of your USP is one of the most worthwhile activities you can do in business. Whether you already have a USP, or you're creating one from scratch. This step will map out exactly how you can take your USP to the next level

STEP #1: HOW TO DISCOVER YOUR USP

1. Write down the top 10 claims of value you bring to your market. Put these in a spreadsheet.
2. Add two columns to the list: appeal and exclusivity.
3. As objectively as you can, rank each of the claims of value on a scale of 5 for both appeal and exclusivity. Only rank a 5 if you are the only company who can make that claim (**Remember:** You are looking through the eyes of your customer).
4. Multiply those scores together.
5. Take the top three scores and pull those statements together into a single, coherent sentence.
6. Make sure this sentence starts with the word "Because". (**Remember:** You are giving a reason why)
7. Wordsmith the top three claims together, so it becomes something you can easily describe.

Copy Chief's USP

For reference, let's take an example outside of the UFC with Copy Chief's top claims of value:

1. Community of top copywriters to network and discuss marketing
2. Direct feedback on your copywriting from top pros
3. High-level, easy-to-apply copywriting trainings from Kevin Rogers, one of the best in the business.

"If I am a business owner, why should I join Copy Chief instead of any other marketing community?"

...because Copy Chief is the only community of copywriters where you can get direct feedback on your copywriting from top pros, along with high-level, easy-to-apply trainings from A-list copywriter, Kevin Rogers.

STEP #2: HOW TO BUILD A KILLER USP

Once you've identified what your USP is, the next step is to sharpen it.

The key here is to be as objective as possible.

If you do a good job and you're honest with yourself, you may find that your scores from the first step were weak.

That's fine!

Not every company or product is born with a killer USP.

Most have to be sharpened before they're able to really produce results that are worth talking about.

The best way to sharpen your USP is to tweak one of the 4 USP factors...

The 4 USP Factors

1. Focus on changes to your customer
2. Focus on changes to your product

3. Focus on changes to your unique angle
4. Focus on changes to your timeframe

By changing any of these 4 items and making them uniquely appealing to your customer, you've sharpened your USP to another level.

What's your unique angle?

You're probably already familiar with the obvious choices of options #1, #2, #4.

You might have a little trouble coming up with what your "unique angle" might be.

So I've included a list of some specific areas you can look at tweaking to make your USP more compelling to your customer:

1. Benefit
2. Feature
3. Price
4. Customization
5. Presentation
6. Mechanism
7. Quality Level
8. Experience
9. Bundle

EXAMPLES OF THE UFC'S SUCCESS

As an example of how to apply these, let's drop back to the UFC.

Below are some examples of exactly how they changed some of their offerings to strengthen their USP.

1. **By focusing on a specific customer more than any other company** -- The UFC's growth can be heavily attributed to how they appealed to fight fans (both from the world of Boxing and WWE Wrestling) who were tired of the existing combat sports.
2. **By focusing on a specific product that others aren't bringing to the market** -- The UFC did an excellent job here by bringing an entirely new

sport, Mixed Martial Arts, to the market. This was an entirely new sport that no one in the mainstream had ever seen before.

3. **By focusing on a unique angle, such as presentation** -- The UFC holds it's fight in an octagon, instead of the standard boxing ring
4. **By focusing on a unique mechanism** - The UFC introduced a new dynamic to combat sports with an almost "anything goes" style of fighting with multiple fighting styles allowed in one fight.

ACTION STEPS

1. Discover your USP with the USP discovery method outlined above
2. Ask yourself how you can sharpen your USP in 1 dimension by focusing on one of the 4 USP factors
3. Craft your new USP statement/argument and post it up in the comments!

So there you have it.

The formula to build your own killer USP. Follow the steps closely.

If you do, you'll soon develop the "one-punch" knockout power in your market's "Division".

And your competitors will be **out for the count**.