



# 5 Steps to Reveal your Personal USP

## 1. Identifying Your USP

What are **your skills**, knowledge or experience that you can offer, but others can't?

**Your knowledge.** Courses and training you've taken.

**Your entire experience.** List all your jobs, including part-time and voluntary positions.

Now, take a step back and try to **see the big picture**, look at the list you've created.

What do you see? What skills, experiences, and knowledge pop out?

Which ones are unique to you?

If you can't find a single thing that points out, perhaps you can find a unique combination of elements?

## 2. Explain the Problem You Solve

What **value** will you bring on?

What will your **return on investment** be?

How are you **worth** the time, hassle and money?

What **products** or **services** are you selling?

### 3. Make a Promise

List 5 of the most **significant benefits** a client receives from choosing to work with you:

1

2

3

4

5

### 4. Show Some Personality

Add a **touch of personality!** What makes your heart sing?

## 5. Keep it Short and Sweet

Think of your USP as a personal headline. Just sum up how perfect you are for your clients. I recommend two max three sentences (spoken and written).

**Be honest!** Keep your message clear and consistent.

**Awesome!** Great job! By now you should have a nice draft of your USP, right? Woohoo! The hard part is done.

Next, take a few minutes (if necessary) and create THE FINAL VERSION:

