

# **Six Steps To Writing A Winning Unique Selling Proposition**



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# Here Are The Six Steps To Writing A Winning Unique Selling Proposition

Your Most Important Marketing Tool Is Your Unique Selling Proposition (USP)

Your USP is a statement of your business's most significant benefit and point of differentiation to your target market. Simply put, it's the reason why a prospect would do business with you and not someone else. This is NOT a mission statement. This is a descriptive and promotional statement to prospects.

So here is a simple six step process you can use to write a great USP for your business. Follow it and you'll have a powerful marketing tool in your arsenal.

**Step 1** – First, know your target market and write down everything you can about them and what you would want if you were them. Put yourself in their shoes. Make a list of the benefits you would want from an entertainer like yourself.

**Step 2** – Next, write down everything about your show you can think of. How does it benefit your clients? What do you do in your show? What else do you include with your show?

**Step 3** – Thirdly, you want to create your resume if you will. Write down all the things about yourself that make you qualified to present or perform for your clients.

**Step 4** – Take all these lists and information and look through them. You are looking for specific aspects of yourself and your business that benefit your clients that your competition does not have or is not telling his clients about. Yes, you may have to research your competition to see what specifically is different between you and them.

**Step 5** – Now, begin to write a statement or paragraph including all those great benefits for your clients. Be sure to include a couple of points about yourself to create credibility around yourself and your show. Once you've got several written, read them all, combine them, add to and subtract from and edit the material until you think you've got the perfect USP.

**Step 6** – Finally, try it out. Let your friends read it and promote yourself with it to your clients through your promotional materials (i.e. flyers, website, business card, etc.) and see how people react to it. If people specifically mention something positive about it or recall your USP, then you know you've got a winner! If it's not working for you, rewrite it and try again. When you get it right, it will be well worth it!

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