Develop Your Unique Selling Proposition

Answer the following questions to help you develop your Unique Selling Proposition (USP). Use the box at the bottom of this page to bring it all together into a single USP.

1. What about your product or service is particularly unique?
2. How are you solving your customers' problems better than your competitors?
3. How do you envision your product or service offering evolving?
Unique Selling Proposition



