

SEO
Unlocked

NEILPATEL

CREATING YOUR **USP AND UVP** WORKSHEET

HOW TO GET A **FLOOD OF ONLINE TRAFFIC**
WITHOUT SPENDING \$1 / DAY

YOUR UNIQUE VALUE PROPOSITION (UVP)

In order to easily connect with, build rapport, and sell to your prospect, you need to have a human value that your brand is associated with. This shouldn't be just any human value—it should be a value that your prospect would want to share with you—a unique belief that is beyond the functional purpose of your brand.

This is NOT about convincing someone of something—it's about connecting with someone. Your UVP should be derived from, congruent with, and acted upon with your past, present, and future Core Branding story. It's the running "moral theme" that runs from the birth of your brand, to the future you envision. More than anything, it should 100% be congruent with your For/Against Stories, as well as your Vision.

1. Relist the emotions and beliefs you wrote in your Core Story Workbook.

Pay special attention if you listed specific emotions or beliefs more than once during the Core Story exercises and workbook. Put a star next to those.

2. What emotions and beliefs stayed from the beginning to the end of your Core Story—especially those that grew stronger with time and ongoing experiences?

Do any of these emotions and beliefs connect with one another, feed into one another, or compliment one another? Put a star next to these.

3. Do these emotions and beliefs still stand today in your brand/company? Do they motivate and help guide your actions/decisions in how you go about achieving results?

List only the emotions and beliefs that fit these parameters. This makes the “moral theme” and belief system that you can share with your target market.

4. How do you commend and embody this moral theme? Give specific examples. results?

5. Write out your UVP as a simple, relatable, and resonating statement.

This should be congruent with your Brand Vision. It should sound NOTHING like a corporate mission statement–no one reads those! Your goal is to connect with your target market on a human level.

YOUR UNIQUE SELLING PROPOSITION (USP)

The point of a USP is to give someone a specific and compelling reason to buy from you, rather than someone else. Most USPs are a vague mess that don't actually translate why someone should want to choose a brand, product, or service over another, because they lack clarity and dynamism.

While a UVP is the running "theme" for the life of your brand, a USP can be crafted for each individual product, service, or sub-brand that you create. The reason being, you need to know the particular reason why someone would choose that SPECIFIC thing that you offer—because specificity works much better than generality, every time. This is where we want to CONVINCED someone of something, with sincerity and transparency of what is so appealing about that something—and why it's the perfect match for them.

1. List all the problems your product/ service/company/brand can potentially solve for a client.

2. List all of the objections your product/service/brand could potentially face from prospective clients for a client.

3. What are the top 3 problems you solve? What are the top 3 objections you need to overcome?

4. Do any of the problems you solve, connect with and help you overcome any of the objections?

5. APPEAL: What emotionally appeals most to your target client?

6. EXCLUSIVITY: How are you different than your competitors? What is your “only” factor? How can you make your target market feel they are special or exclusive?

7. CLARITY: In one sentence, why should someone buy from you over any other option? Try to include a power, prime benefit, and enabler phrase.