

Craft Your Message

(Trade Show U Session #4)

USP Brainstorming Worksheet

unique selling proposition – the factor or consideration presented by a seller as the reason that one product or service is different from and better than that of the competition*

* definition courtesy of entrepreneur.com

Here are few questions to get you started:

What makes your product or service unique in comparison to your competition?

What problems can only YOUR product or service solve?

List the ways your product or service is superior to the competition.

In a perfect world, what would your USP be? What could you improve within your organization to make that USP a reality?
