

WHAT IS YOUR USP - UNIQUE SELLING PROPOSITION AND PERSONAL BRAND?

It's important to define the terms - USP (Unique Selling Proposition) and Personal Brand. This is a two or three sentence reply that informs the hiring authority, why they should hire you over other job seekers competing for the same position.

It may sound easy but why should an employer hire you over someone else with similar experience and education? What is the main advantage of hiring you?

Think of how you will benefit this employer and that is then turned into your USP (Unique Selling Proposition.) You want to focus on what makes you different or unique and the personal brand what you want to be known for.

The days of working thirty years for the same company and retiring with a gold watch are gone. Most individuals change jobs every 2-3 years and will actually change careers five to seven times in their lifetime. For this reason, your USP and personal brand are more important than ever. You will spend your career building your credentials, reputation, USP and personal brand.

During an interview process, it is the individual who best articulates their USP and personal brand who will get the job offer - it is your secret weapon. When you answer the dreaded question, "Tell me about yourself", part of your response should be your USP and personal brand.

If you're unsure how to articulate your personal brand, answer these questions:

1. What unique traits do you possess?
2. What can you say to an employer that others with similar experience can't say?
3. What accomplishments have set you apart from others?
 - Did you ever save a past employer time or money?
 - What impact did your actions have on past employers?
 - What did you do faster, better or different?
4. Why should an employer really hire you? (If you don't know the answer to this question, an employer will not take time to figure this out!)
5. How will you provide a better ROI (Return on Investment) than someone else?

To give you an example of what you want people to say, let's review some pizza companies. I want you to think what they are known for:

- **Domino's**
 - Fast Delivery
 - 30 Minute Delivery

- **Little Caesars**
 - Cheap \$5 Pizza
 - Pizza Pizza
- **Papa John's**
 - Better Ingredients
 - Better Pizza

What have you done that saved a company time? What have you done that saved company money? What have you done to improve the quality of service or product?

If you have trouble creating your USP (Unique Selling Proposition) and personal brand ask your past employers, co-workers or clients for their input. Family members and friends can help point out what makes you unique and why you would be an asset to your next employer.

When you have been conducting a job search for a number of months, you may start to question if there is anything that sets you apart and above your competition. Your self-confidence can take a hit and often frustration can lead to depression and negativity.

I want you to write down three things someone else could not say. That eliminates: I have a degree; I have the experience you require.

If you were the hiring authority who asked that question, and you just heard the answer that you wrote down, would you be impressed?

Would you envision this person in the job you are offering? Did you sense this person is unique? Did you sound like probably every other job seeker applying for the job?

Take time in the next few days to write down, memorize and practice presenting your USP (Unique Selling Proposition) and personal brand.

If done effectively, the hiring authority will see you in their job, they will want you in their job and they will know you will be an asset to their team. This type of reaction is what leads to job offers.

The next time someone asks you, "Why you?" You will be prepared to impress.