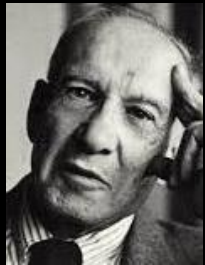




UVP to USP

Purpose of the
entrepreneur is to
create a customer



Peter Drucker

UVP = Unique Value Proposition

Coined by Michael Lanning and Edward Michaels from McKinsey in 1988

UVP is about Product

UVP delivers concrete
benefit(s),
to HRB's underlying
needs,
using a specific feature

First task = Search for
narrow+deep and
ambitious UVP
you can build

You must make the
product interesting, not
just make the ad different



Rosser Reeves

USP = Unique Selling Proposition

Coined by Rosser Reeves in 1961.

USP is about The Benefit
that drives Sales

USP = Unique

Belongs *only* to your product.
Others can not claim it.

“The One” reason.

USP \neq catchphrase, hype

Beware of hype: HRBs have a sharp bullshit detector. HRBs hate hype.

USP = Selling

Must clarify options, specifically explain why “the package” is better than substitutes/competitors

USP = Proposition

USP names a truth, creates tension, urgency, desire. It explicitly or implicitly demands action.

You can't create mass demand for a product. You can only channel the existing hopes, dreams, fears in the market to a product.



Eugene Schwartz

Great USP = Deep identity
check for your product

Crafting it is not easy. It's not on the surface. You must dig for it, test it.



Fresh, hot pizza delivered
to your door in 30 minutes
or less, guaranteed



15 Minutes Could Save You
15 Percent or More on Car
Insurance.

Building Your USP Will Take Time

1. When interviewing HRBs relentlessly
focus on main **Benefit**
2. Add Risk Reversal

Unique Benefit:



‘Access all your files,
anywhere, from any device’

Building Your USP Will Take Time

1. When interviewing HRBs relentlessly focus on main benefit
2. Add **Risk Reversal**

Negative Promise

Time Frame,

‘Or Else’

Add a **Negative Promise** to block undesirable effects

‘This doesn’t contain or include ____’

‘This doesn’t result in ____’

‘This doesn’t involve or require ____’

‘This doesn’t waste or consume ____’

Add a **Time Frame** to set performance expectations

1. Positive thing **before**
'...delivered 30 minutes or less'
2. Positive thing **after** 'by 3rd month
your dashboard will become live'

Add 'Or Else' guarantee

Add a precise covenant to reduce HRB's perceived risk:

'...or your money back'

'if we're late, *we pay you \$5/min*'

Add Risk Reversal

- Dump ten unique Risk Reversal items
- Cover every kind at least once:

Negative Promise

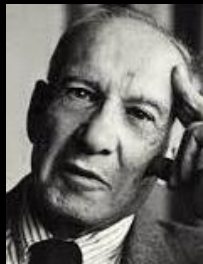
Time Frame

Or Else

- Sort 5, consolidate, dot-vote top 1 for each kind

do it

The aim of marketing is to
know and understand the
customer so well that the
product sells itself.



Peter Drucker



UVP to USP