

UNIQUE SELLING PROPOSITION (USP) OF THE PRODUCT.



UNIQUE SELLING PROPOSITION (USP)

- A unique selling proposition, more commonly referred to as a **USP**, is the one thing that makes your business better than the competition.
- It's a specific benefit that makes your business stand out when compared to other businesses in your market.
- Forming an opinionated and deliberate **USP** helps focus your marketing strategy and influences messaging, branding, copywriting, and other marketing decisions.
- At its core, a **USP** should quickly answer a potential customer's most immediate question when they encounter your brand:

A compelling USP should be:

Assertive, but defensible:

- A specific position that forces you to make a case against competing products is more memorable than a generic stance, like “we sell high-quality products.”

Focused on what your customers value:

- “Unique” won’t count for much if it’s not something your target customers truly care about.

More than a slogan:

- While a slogan is one way your USP can be communicated, it’s also something that you can embody in other areas of your business, from your return policy to your supply chain.
- You should be able to talk the talk and walk the walk.

- Specific marketing offers—like 10% off, free shipping, 24/7 customer service, or a strong return policy—are not USPs.
- Convincing and effective though they may be, they're not unique on their own, nor are they positions that are easy to defend as any of your competitors can copy them.
- **A unique selling proposition is a statement you choose to embody that differentiates your products and your brand from your competitors.**
- A USP is a position your small business takes as a whole that can be incorporated into your products, brand, the experience you provide, and any other touch point your customers have with your business.

Examples of unique selling propositions

1. Saddleback Leather

- One of the first things that you notice about Saddleback Leather's site is their famous tagline: “**They'll fight over it when you're dead.**”
- It's a sentence that immediately conveys the unique value of Saddleback's products in their signature irreverent tone: **this product is built so well it will outlive its owner.**
- The messaging **also refers directly to their 100-year warranty**, which backs the promise with a guarantee that the products will last you a lifetime and then some.

- **Longevity**, especially for high-priced, everyday carry products is definitely a unique selling point, especially when so many competitors are focused on positioning their products as status symbols, the stylish trends that you'll want to replace next year, or a cheap solution to an expensive look.
- In fact, **when cheap knockoffs of their products started appearing** in the market, Saddleback Leather **took it as an opportunity to create a clever “how it's made” video** that **reinforces the quality of their own craftsmanship**.



2. Pipcorn

- Pipcorn is a great case of a brand using specificity to carve out their own unique place in the market, choosing instead to focus on **what makes their product a smart choice for the health-conscious or vegan consumer.**
- **Pipcorn is delicious mini popcorn.**
- Phrases like “**all natural,**” “**whole grain,**” and “**small batches**” are seen on the bag, and their site highlights other health benefits like **gluten free, non-GMO (Genetically modified organisms),** and **antioxidants.**
- **Pipcorn also gets specific about how their snack food is healthy instead of just saying that it is,** listing points of difference that their customers will care about.
- By positioning their product around current health-conscious trends, they're able to create a USP that would not only actively help them attract new customers, but also retail their popcorn as a premium product.

A photograph of two children sitting on the floor. The child on the left is wearing a blue t-shirt and has their hand near their mouth. The child on the right is wearing a grey t-shirt and is holding a large, light-brown paper bag of Pipcorn Kettle Corn. The bag has the brand name 'PIPCORN' in large black letters, 'KETTLE' in red, and 'DELICIOUS' in black. Below that, it says 'ACTUAL SIZE' with a red arrow pointing to the word 'CORN'. At the bottom, it says 'ALL NATURAL WHOLE GRAIN SMALL BATCH' with a red leaf logo. A semi-transparent white box with text is overlaid on the left side of the image.

DELICIOUS MINI POPCORN

Pipcorn is the freshest, crispiest best tasting popcorn around. It also happens to be non-GMO, Gluten Free, Whole Grain and packed with antioxidants! Come snack with us!

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3. Death Wish Coffee

- A lot of coffee shops and roasters lay claim to having the “smoothest” or “richest” cup of coffee out there.
- Death Wish Coffee, however, chose to cater to those who need an extra kick in their cup of joe by instead selling the “**world’s strongest coffee**”.

- Death Wish Coffee is an excellent example of developing a product based on a unique selling proposition that was largely left untouched in the crowded coffee market.
- It's not a position that will immediately attract every kind of coffee drinker, but the product firmly appeals to a certain segment of consumers and it's hard to imitate.
- Death Wish Coffee backs it up too.
- In addition to boldly declaring it on their site and packaging, and breaking down how it's made, they also offer full refunds for anyone who says that the coffee wasn't the boldest cup they'd ever had.



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BUY THE WORLD'S **STRONGEST** COFFEE

FREE DOMESTIC SHIPPING OVER \$50

SELECT COFFEE TYPE



GROUND



WHOLE BEAN



DEATH CUPS

☒ One-time purchase \$19.99

☐ Subscribe & Save 20%: \$15.99

Deliver every 7 Days ▾

BUY NOW

- How to write your own unique selling proposition

1. **Make a list of all the potential differentiators of your brand and what you sell. And *get specific*.** Breakout products and compelling marketing messages rely on precision: they solve the exact right problem and **communicate that benefit to customers in their own words.**
2. **Research the competition.** Who are your competitors and what are their USPs? **Look for gaps** where you can potentially introduce your brand differently. Products in the same category can be positioned in wildly different ways
 - footwear, for example, can emphasize style, comfort, or durability.

3. Compare your most unique angles against your audience's needs.

Are there any customer needs that haven't been filled?

Do you see any pain points that you can appeal to that your competitors haven't?

4. Compile the data.

Take the information that you've learned, and sift through it to single out your strongest USP.

5. Think about viable ways to apply it across your business.

Applied properly, a USP can be woven into different areas of your business, from your brand name to your return policy to reinforce the idea to your customers.

Canva

"Empowering the world to design"

Stripe

"Payments infrastructure for the internet"

Shopify

"The platform commerce is built on."

Nike

"Bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete."

Avis

"When you're only No. 2, you try harder. Or else."

Coca-Cola

"Refresh the world. Make a difference."

M&M

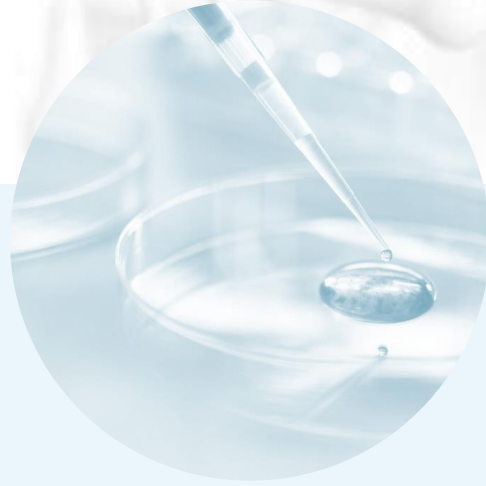
"Melts in your mouth, not in your hand."

Domino's Pizza

¹³"You get fresh, hot pizza delivered to your door in 30 minutes or less—or it's free."

FedEx

"When it absolutely, positively has to be there overnight."



THANK YOU

