

Your unique selling proposition is a clear statement of **what you do, who you do it for and why you're worth choosing**. Your USP becomes the foundation of your introduction you're your promotional bios. It's a statement that will evolve the more you use it... and we encourage you to use it!

**Got questions? Post them in the FB group to get help with this.**

*Kate & Belinda*



### Example structure #1

For (target audience) who (statement of need), (brand name) is the (category/frame of reference) brand that provides/delivers (end benefit). That's because we have/do/are (points of difference)

### Example structure #2

(Brand Name) is a (category/frame of reference) company that provides (target audience) with (end benefit) by (points of difference).

My brand name:

My category:

My target audience:

The end benefit I offer:

My point of difference:

MY USP:

