

# Keys to Discovering Your Unique Selling Proposition/ Value Proposition Part 1:

Whether you are an entrepreneur, small to medium business owner, sales or marketing professional, it's important to have your OWN USP!

**Business Owners in Highly Competitive Categories:** if you are in an industry where there are multiple businesses in your category, and you are not #1-#3, you need to create your own silo to become #1 in that area... what do you do that no-one else does?

**You Work for Someone Else?** Everyone is an entrepreneur. If you're responsible for bringing money to the business, you're an entrepreneur. It is equally important for you to create your own identity... your own brand... your value proposition. What's different about working with you? Why should the prospect choose you over someone else?

**The Chicken or The Egg?** It's the age-old question, which came first, the chicken or the egg? Do you need to know your Unique Selling Proposition to determine your target customer or do you need to know your target customer to determine your Value Proposition?

*What do you think?*

JENNIFER *jd*  
DARLING



# Keys to Discovering Your Unique Selling Proposition/ Value Statement

The answers to these questions will help you get started!

1. What do you love to do?

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2. Why do you love it?

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3. Who do you love to work with?

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4. What makes YOU different?

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5. What's your experience?

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6. How would you describe your personality or business personality?

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7. Define your PERFECT client

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8. What are the top challenges your ideal customer faces?

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9. What are the best ways you help solve these challenges?

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10. What do people learn from you?

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11. What is the result they want to achieve?

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12. How do you want to work with your ideal customer?

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**13. Why do you believe in your company?**

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**14. Why do you believe in your products or services?**

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**15. Why do you believe in yourself?**

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**16. Why do you believe your customer is better off having worked with you?**

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**17. What do your customers say about working with you?**

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# Part 2:

## Ask Your Customers

### Key Customer Survey

**Make a list of 20 of your best customers and conduct this “market research” survey with them.**

1. There are plenty of choices when selecting who you are going to do business with. Why did you choose to do business with us?
2. How would you describe the problem you were having before you hired us?
3. What other issues were you having?
4. How did we help you solve those problems?
5. What characteristics would you use to describe the work of our company?
6. In what ways do you think doing business with us is different from our competitors?
7. What are the results you had from working with us?
8. If you were to refer us to a business colleague, what would you say about working with us?
9. How do you measure your return on investment?
10. Can you describe your return on investment while working with us?
11. Is there anything you would like to add about your experience working with us?

