

RooDigital™

Unique Selling Proposition Development

**Stand out from your competition
and get more customers**



www.roo.digital

TASK - 1

GOAL

Write a Unique Selling Proposition

PURPOSE

Your USP explains why your service is better or different from your competitor.

WHY?

When you try to be known for everything, you end up not being known for anything.

Are you the most specialised or the cheapest in your field? You are unlikely to be both.

What your business stands for is important to communicate and helps you stand out in busy trade industries like electricians, plumbers, bricklayers etc.

The question the USP answers for your customer base is, 'This is why you should choose me, instead of my competition'.

- Advantages of a well crafted and communicated USP include:
- Brand recognition and what makes you different from your competitors
- Improved revenue and business opportunities
- Easier explanation of your main services

HOW?

- Step 1:** Who is Your Target Customer
- Step 2:** Explain the Problems You Solve
- Step 3:** List the Biggest Distinctive Benefits
- Step 4:** What is Your Promise
- Step 5:** Complete USP
- Step 6:** Combine step 1-4 information into a business description

STEP 1 - TARGET CUSTOMERS

What does your typical customer really want? Does your customer want a lower price, better customer service, in a particular location, convenience etc.

A potential target customer audience could look like this:

- Gender: Male + Females
- Age: 30-65 years old
- Annual Income: \$50,000+
- Location: Eastern Suburbs of Melbourne
- Ownership: Personal and/or investment home owners
- Challenges: Lack of handyman skills, time and resources

STEP 2 - PROBLEMS SOLVED

Lets say your partner is an electrician. Does he / she focus on: commercial or residential, planned or emergency work, specialised or generic types of projects?

What answers are given to the above will depend on what problem is solved. They may be helping those get power on for the first time in their house, restore power, add power to rooms that need it etc. All quite different things.

STEP 3 - LIST OF DISTINCTIVE BENEFITS

Focus on what your customers value. It's not the service you provide that has to be unique, but the message you choose to focus on that your competition doesn't.

Being unique won't count for much if it's not something your target customers truly care about.

For example, there are a lot of bricklayers out there, but how many focus specifically on restoration work? and are in the Eastern Suburbs of Melbourne and have worked on more than 500 houses locally and have therefore "seen it all"? Not many businesses will have those specific skills in a highly specific area and at that level of experience.

Rather than just being another bricklayer you have to leverage this information to get the attention of your potential customers.

STEP 4 - YOUR PROMISE

A business promise is ideally expressed as: Only (name of your business) delivers (relevant unique benefit) to (target customer).

The main thing to make sure you do is only promise what is possible. Is it possible to be the cheapest and most specialised? Should it be? We'd say no. Your niche would likely be either speed or quality / specialist expertise.

We're not telling you to sell yourself short, but focus on key strengths that only you as a business can deliver.

TYPES OF APPEALS TO USE IN A USP

Personality - Tools: e.g. language, tone of voice, visual style, storytelling, approach, habits, preferences

Process - Tools: e.g. customer service, added value, manufacturing, environment, local economy, handmade products, traditional processes

Specials - Tools: e.g. discounts, guarantees, freebies, customer loyalty schemes, package deals

Target group - Tools: e.g. age, gender, hobbies, diet, interests

Location - Tools: e.g. local knowledge, personal service, fast service, one point of contact, expertise

Product - Tools: e.g. making life easier, solving problems, meeting demands, increase scale, facilitate

Cause - Tools: e.g. charity, local community, environment, children, elderly, sustainability, fair trade

Trust - Tools: e.g. expertise, awards, training, certificates, qualifications, memberships

USP WORKING EXAMPLES - WAREHOUSES

Bunnings - 'Low prices are just the beginning' this is a specials approach

Mitre 10 - 'Mighty helpful, mitre 10' - this is a mixture of process and product

Home Hardware - 'Go where the tradies go' - this is a trust approach

Thrifty link - 'Nothings too hard' - this is trust and product approach

STEP 5 - COMPLETE USP

Use the information you have gathered to create a USP for the business in one to two lines of text. Try to write simply and bring together the information so it's clear and makes sense.

Consider what makes you stand out and communicate that like a tag line for a movie.

STEP 6 - COMPLETE YOUR BUSINESS DESCRIPTION

Now you've completed steps 1-5, take the information you didn't use for the USP and work it into a business description that can be used in your Google My Business company profile (we'll teach you more on setting this up next class).

Some rules for a Google My Business account:

Enter a brief description of your business:

- What you offer
- What sets you apart
- Where you are based / undertake most of your projects
- Your history, or anything else that's helpful for customers to know.

Focus primarily on details about your business instead of details about promotions, prices, or sales. Do not include URLs or HTML code, or exceed 750 characters in the description field. Check out the example across the page for some inspiration.

BUSINESS DESCRIPTION WORKING EXAMPLE - MITRE 10

We're the Mighty Helpful independent hardware store - (based on USP)

Supported by the wholesaling part of the business, the network of Mitre 10 and True Value Hardware stores are privately owned, passionately operated and committed to helping every customer with expert advice. (Step 2)

Our stores have been providing millions of homeowners (Step 1) with solutions to their home improvement projects for over 50 years (Step 3). We are part of local communities throughout the country with many of our stores located in regional Australia. (Step 4)

You don't have to stick to the above format or include all information gathered during your previously undertaken steps, but it is a handy guide and helps you cover off what you should be writing online about your partner's company on Google My Business and social media accounts.

The next project is setting up a Google My Business account for your partner.