

## **Discover Your USP Worksheet**

**Objective:** This worksheet will help you identify and articulate your brand's unique selling proposition (USP) to differentiate your business from competitors and attract your ideal customers.

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### **Part 1: Understanding Your Brand**

#### **1. Core Values**

- What are the core values of your business? (e.g., integrity, innovation, customer-centricity)
- List three core values that define your brand:

#### **Core Value #1**

#### **Core Value #2**

#### **Core Value #3**

**2. Mission Statement**

- Write a brief mission statement that captures the purpose and goals of your business (if you need help with this, try playing the “[Brand Mission Statement Mad Libs](#)” game:

**Your Brand Mission Statement:**

**3. Vision Statement**

- Describe the long-term vision for your brand. What do you aim to achieve in the future?

**Your Brand Vision Statement:**

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**Part 2: Identifying Your Unique Strengths**

**1. Unique Skills and Expertise**

- What unique skills, knowledge, or expertise does your business possess? (if you need help with this, take a look at your competitors and write down what you offer or know that they don't)

**Your Unique Skills and Expertise:**

**2. Products and Services**

- List your main products or services. What makes them stand out from competitors?

**Your Products and/or Services:**

**3. Customer Feedback**

- Review customer feedback and testimonials. What do customers love most about your brand?

**Examples of Customer Feedback (aim for 3-5 testimonials):**

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**Part 3: Analyzing Your Target Audience**

**1. Ideal Customer Profile (ICP)**

- Who is your ideal customer? Describe their demographics, interests, and pain points.

**Your ICP:**

**2. Customer Needs and Desires**

- What are the primary needs and desires of your target audience that your brand addresses?

**Your Customers' Needs and Desires:**

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**Part 4: Differentiating from Competitors**

**1. Competitor Analysis**

- List your top three competitors:

**Your Top Three Competitors:**

**Your Competitors' Strengths:**

**Your Competitors' Weaknesses:**

**2. Confirm Your Unique Offerings**

- Now that you know your competitors better, how does your brand differ from them? What unique benefits do you offer? Was what you wrote above correct, or do you need to revise it?

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**Part 5: Crafting Your Unique Selling Proposition**

**1. Combine Key Elements**

- Based on your responses, identify the key elements that make up your USP:
  - Core Values
  - Unique Strengths
  - Customer Needs
  - Differentiators

**2. Craft Your USP**

- Combine the key elements into a compelling unique selling proposition statement. Fill in the blanks on the next couple of pages to complete the process.

**Our Target Audience:**

- We cater to \_\_\_\_\_ (describe your ideal customers in terms of demographics, psychographics, or needs).

**Our Core Offering:**

- We provide \_\_\_\_\_ (describe your main product or service).

**Key Benefits:**

- Our product/service helps customers by \_\_\_\_\_ (list the primary benefits).

**Unique Features:**

- Unlike our competitors, we offer \_\_\_\_\_ (highlight unique features or advantages).

**Proof of Value:**

- Our expertise/quality/reliability is demonstrated by \_\_\_\_\_ (mention certifications, testimonials, case studies, or awards).

**Emotional Connection:**

- We connect with our customers by \_\_\_\_\_ (describe the emotional or aspirational appeal of your brand).

**Brand Promise:**

- Our commitment to our customers is \_\_\_\_\_ (summarize your brand promise or mission statement).

**Customer Success:**

- One of our success stories is \_\_\_\_\_ (share a brief anecdote or testimonial from a satisfied customer).

**Example USP**

**Our Target Audience:** We cater to busy professionals who value high-quality, time-saving solutions.

**Our Core Offering:** We provide premium meal delivery services.

**Key Benefits:** Our service helps customers by offering nutritious, chef-prepared meals that save time and support a healthy lifestyle.

**Unique Features:** Unlike our competitors, we offer a customizable meal plan tailored to individual dietary preferences and health goals.

**Proof of Value:** Our quality is demonstrated by our partnership with certified nutritionists and thousands of positive reviews from happy clients.

**Emotional Connection:** We connect with our customers by simplifying their lives and supporting their wellness journey.

**Brand Promise:** Our commitment to our customers is to deliver fresh, delicious meals that nourish the body and delight the palate.



**Customer Success:** One of our success stories is a client who lost 20 pounds and lowered their cholesterol thanks to our balanced meal plans.

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**Putting It All Together - Your USP:**

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## **Part 6: Communicating Your USP**

### **1. Brand Messaging**

- How will you communicate your USP in your marketing materials (website, social media, ads)?

**Communication Ideas:**

**2. Consistent Branding**

- Ensure your USP is consistently reflected across all touchpoints. List ways to maintain consistency:

**Ways To Use This USP in Branding:**

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**Final Thoughts**

Understanding and articulating your USP is the only way to stand out in a crowded marketplace. Use this worksheet to refine your unique selling proposition and communicate it effectively to your target audience.



## Worksheet: Discover Your USP

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**Remember:** Your USP should be clear, concise, and focused on the unique benefits you provide to your customers.

Need help filling this out? Schedule a 1:1 with me [here](#).