



## Marketing and Alignment

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### WORKSHEET - YOUR USP – UNIQUE SELLING POSITION

#### **Your customer**

1. What keeps them awake at night?
2. What are they afraid of?
3. What are their top 3 daily frustrations?
4. What trends are occurring and will occur in their business or lives?
5. What do they secretly, adherently most desire?
6. Is there a built in bias to the way they make decisions? (eg engineers=analytical)

#### **Come up with 10 Biggest Problems your offer/product/service Solves**

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

#### **Come up with 10 Emotional Benefits/outcomes your offer Delivers**

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10



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**Come up with 10 logical features/Facts your offer Delivers**

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

**List the top 10 risks to the customer if they do business with you**

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

**List 10 objections or potential objections to buying**

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10



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### List 5 reasons you are the expert

- 1
- 2
- 3
- 4
- 5

### What are the steps I need to take to respond. Tell me what to do, how to buy

- 1
- 2
- 3
- 4
- 5

### List 10 reasons why I should act now

- 1.
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

### Gather 2-4 testimonies or case studies

- 1
- 2
- 3
- 4



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### Ask for endorsements from other people or businesses

1

2

### Create a guarantee:

### 7 elements to the ultimate formula

1. This is who it is for
2. Here's the benefits
3. Here's how it helps you and here are some people it has helped
4. Some answers to questions you may have
5. Let me remove the risk for you
6. Here's why you should do it now
7. Here's exactly what to do

### THINGS TO NOTE

1. Intent counts more than technique
2. Rapport – people like to buy from people they like
3. Because – I said so
4. Contrast – the difference between
5. Reciprocation – the give and take
6. Social proof
7. Scarcity – the law of the few (**if what you desire is in limited supply or seemingly limited supply, its perceived value increases.** This also increases the **urge** for people to want it and want it immediately.)