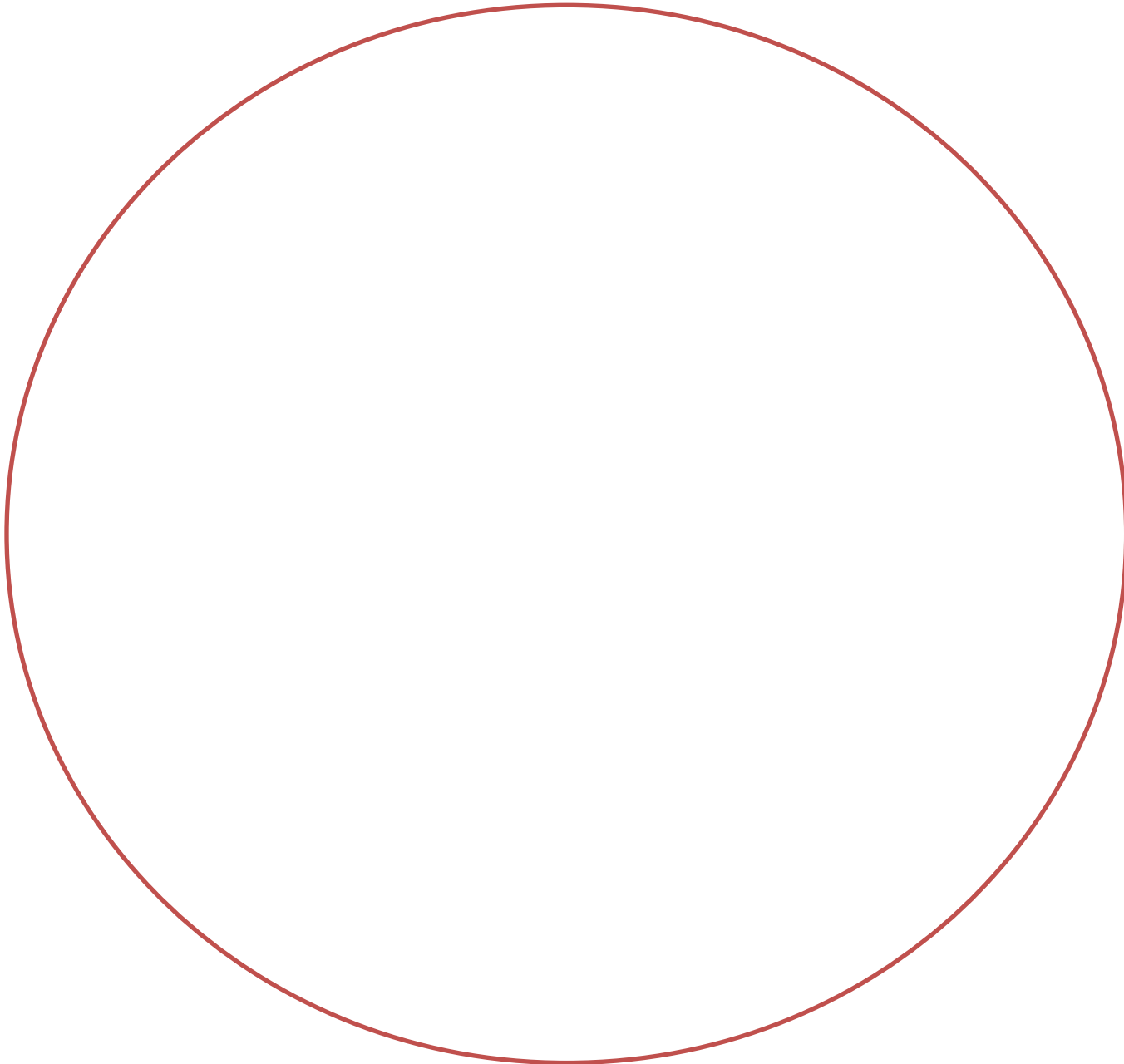




Unique Selling Proposition Worksheet – When Two Worlds Collide

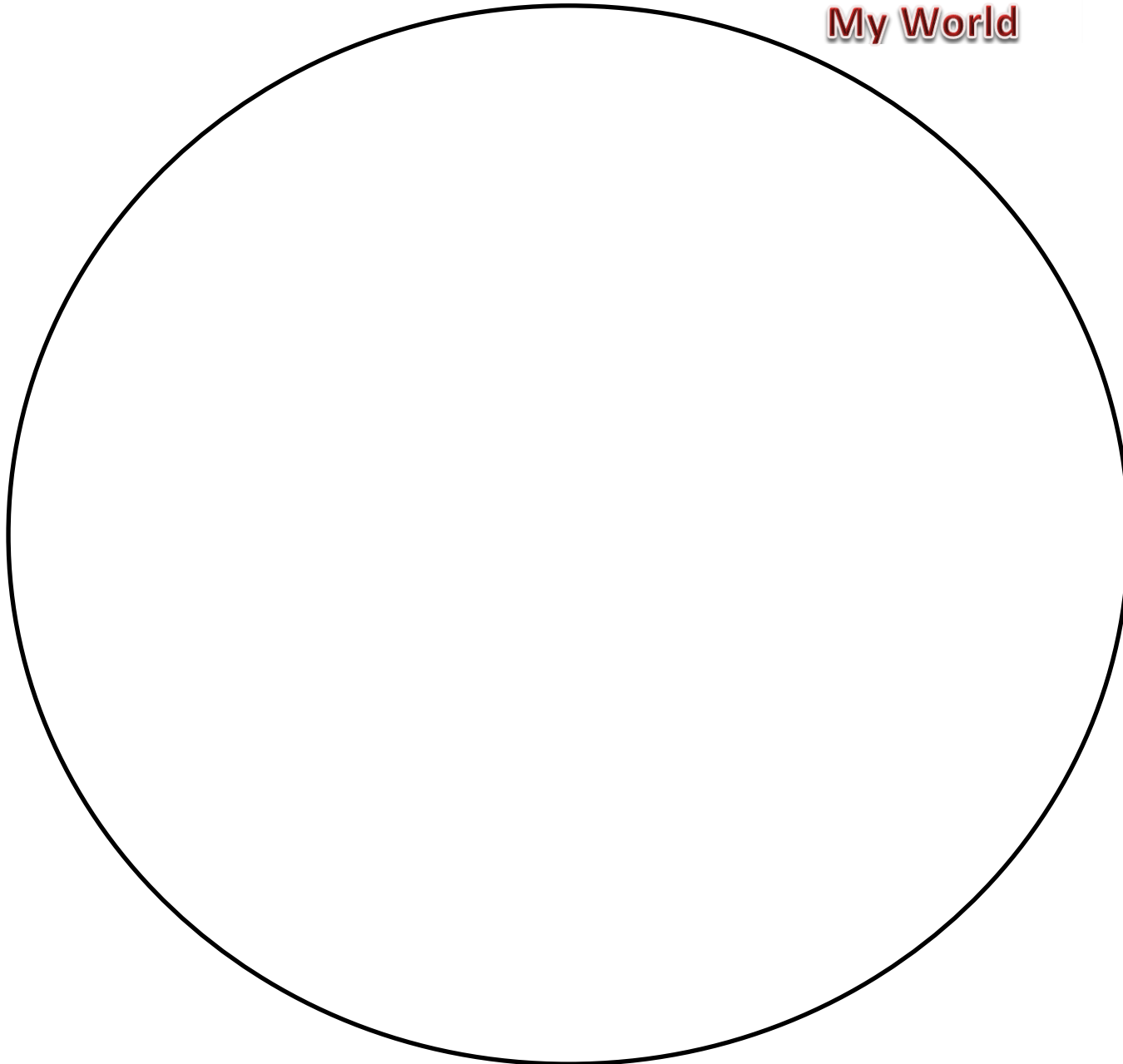
My Customers' World





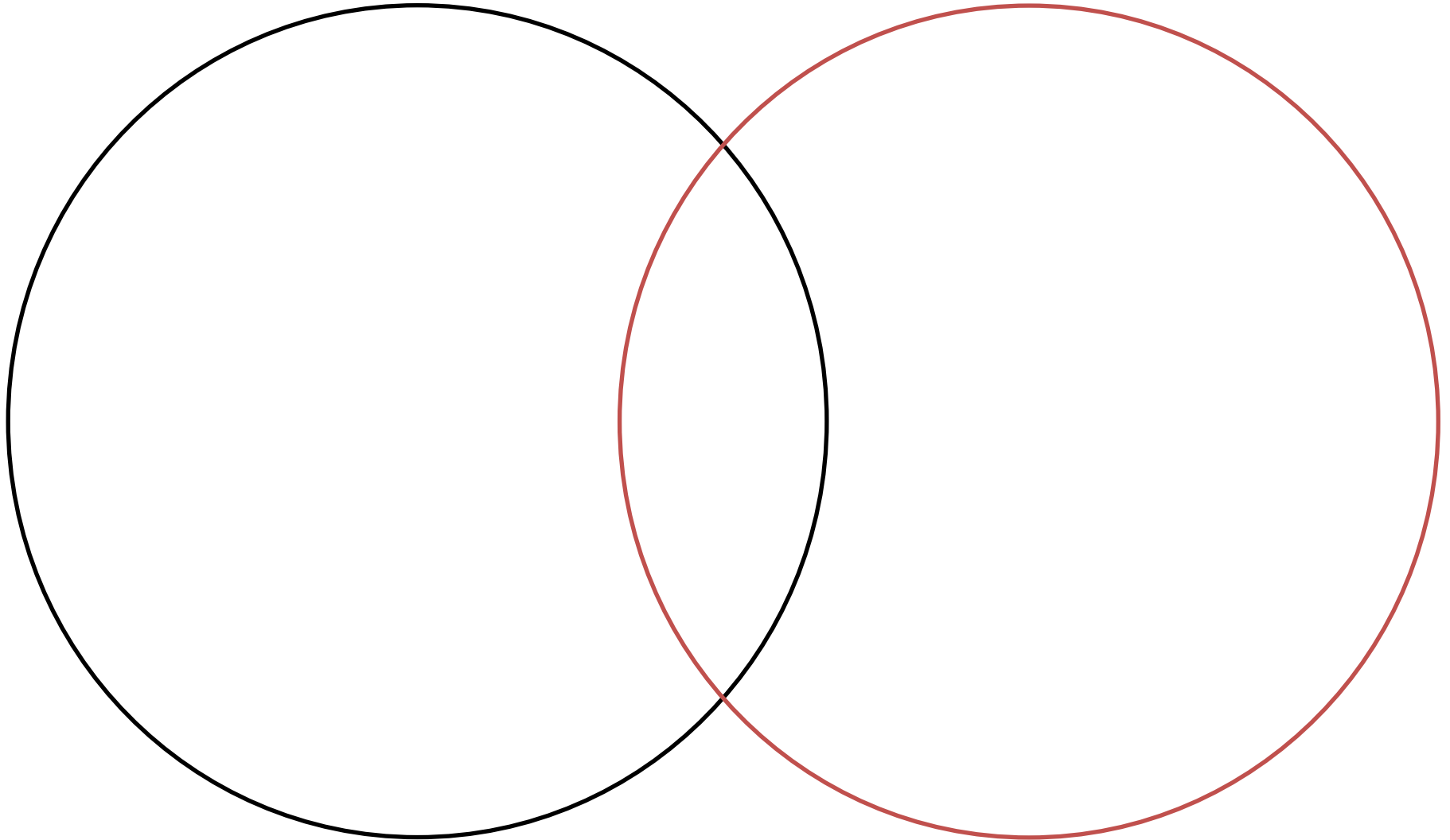
Unique Selling Proposition Worksheet – When Two Worlds Collide

My World





Unique Selling Proposition Worksheet – When Two Worlds Collide





Unique Selling Proposition Worksheet – When Two Worlds Collide

INSTRUCTIONS

1. In the circle labeled “My Customers’ World” make a list of the following:
 - What are they committed to doing or achieving or being
 - What keeps them from achieving their goals
 - What might frustrate them about the circumstances surrounding your product or service
 - What do they “want”
2. In the circle labeled “My World” make a list of the following:
 - What features does your product or service offer?
 - Why do you offer these features?
 - In what ways do they benefit the customer?
3. Look at the “My Customers’ World” circle and pick the ONE item that you feel is the biggest obstacle to your customers’ achieving their goals.
4. Look at the “My World” circle and find the ONE solution to the obstacle you picked out of the “My Customers’ World” circle.
5. Put those two together at the intersection of the two circles and see what you get.
6. If the combination doesn’t excite you or doesn’t feel right – try a different one
7. Repeat until you find THE ONE that most resonates with you and your customers