

How to Create a Unique Selling Proposition



Profit Pulling Unique Selling Proposition

Chris Towland, Geoff Jackson



Profit Pulling Unique Selling Proposition:

Target Your Market - Boost Your Profits Chris Towland, Geoff Jackson, 2014-02-27 In the current business climate it is getting harder and harder for most businesses to increase their profits or in many cases to make a profit at all But it doesn't have to be like this for you and your business You can be the one that stands out from the crowd and has continuous profit growth year after year By making the simple changes that you'll learn in this book your business will be the one that thrives while others struggle Target Your Market Boost Your Profits is a step by step proven plan showing you the techniques for creating a new targeted marketing plan for your business A plan that works It involves creating a unique spin an edge or what is commonly known in the marketing field as a unique selling proposition USP for short What most companies don't realise is that their USP is THE most important starting point for any marketing campaign for any type of business Advertising without a well thought out USP is like throwing money down the drain whereas a good Unique Selling Proposition will revolutionise your company Your customers will instantly know what you're about Your marketing is immediately more effective and targets new customers that you possibly had never considered before So what's at the core of our System Part 1 of this two part course is packed cover to cover with invaluable information This course manual is the most revealing report ever written on the vital subject of USPs and how they can revolutionise your business over 100 pages of solid information that is easy to understand and simple to execute Here's just a little of what you'll discover in your Course Manual The 3 keys to a profit pulling Unique Selling Proposition 10 multi million pound USP's and a brief synopsis of why they work and how they can be adapted for your business How to determine what really drives your target market and how to cash in on it The 5 main categories for USP's and how to implement them into your business quickly How your USP will focus your marketing and improve your profits The one thing you don't put into your USP How to annihilate your competition with a guarantee that packs a powerful punch 5 tips for sidestepping a price war Real life examples of how USPs can revolutionise branding How to establish instant credibility And the 2 hurdles you must help your prospective customers overcome How to get jaw dropping case studies and testimonials from your clients rather than weak generalities We'll also cover how to create powerful product names and trademark them Never have these ideas been so clearly presented in a way that will get you results fast The course manual will give you all the background you need But the next step is where the real meat of the system is Part 2 of the course is the USP Action Plan We've perfected the USP creation process so that anyone can create the perfect one for their business It's a remarkably effective strategy There are over 55 pages on creating your own USP with 9 easy to follow exercises We explain exactly what you need to do in each exercise in plain English This shortcut method is explained in simple words and concepts that will make perfect sense to you Having the USP Action Plan workbook along with the course has been shown to double the effectiveness of the development process If you're serious about succeeding with your business you truly need this system to gain an unfair advantage over your competition Don't

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