

ANATOMY OF A UNIQUE SELLING PROPOSITION

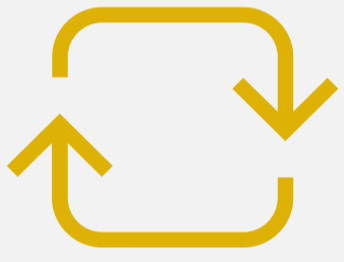
Acupuncture **MediaWorks**



1

SHORT AND SWEET

Conveys what you mean in as few words as possible



MEMORABLE

People can easily recognize it and repeat it the next day and the day after that

2

3

EMOTIONAL

Makes an emotional connection with your market



CLEAR

Tells people exactly who you are and why you are different

4!

FAMOUS UNIQUE SELLING PROPOSITIONS

1

Acupuncture Media Works

"We help practitioners grow and scale their practices by providing high-quality patient education marketing tools and digital products, high ranking acupuncture websites and one-to-one coaching services."

2

Kan Herb Company

"Kan Herb Company is dedicated to enhancing the practice of Chinese herbology in the West by providing unmatched herbal products that are safe, pure and effective."

3

Pacific College of Oriental Medicine

"Pacific College improves lives by educating and inspiring compassionate, skilled leaders of patient-centered, traditional East Asian and integrative healthcare."

4
steps

HOW TO CREATE YOUR USP:

Unique Selling Proposition

WHAT IS A UNIQUE SELLING PROPOSITION?

Your USP answers the question, "*Why should I buy from you?*"
It makes you **STAND OUT** in a crowded marketplace



WHAT ARE THE ELEMENTS OF A GREAT USP?

- 1** Memorable
- 2** Targeted
- 3** Emotional

1 Understand Your Target Market



- Study their demographics
- Observe them in their habitat
- Engage them in conversation
- Take notes on everything you learn
- Draw a picture of "real" person with your market's traits

2 Spy on Your Competitors



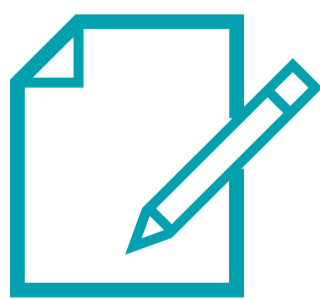
- Research your competitors' products
- Study their marketing methods
- How do their customers feel about them?
- How do they treat their customers?
- Draw up a "report card" on each competitor

3 Create a Mind Blowing Product



- Study all your research
- Decide: new product or improve existing one?
- Option: laser-target a niche

4 Create Your USP



- Brainstorm
- Make it short and sweet
- Test and get feedback before unveiling

What makes YOU unique?

5 KEYS

TO UNDERSTANDING YOUR TARGET MARKET

Do you know who your customer is?



1

DEMOGRAPHICS 101

- Age
- Gender
- Occupation
- Income
- Etc.



2

TAKE GOOD NOTES

- Write down everything you learn
- Organize, analyze, evaluate



3

EXERCISE YOUR ARTISTIC SIDE

- Draw a physical picture
- Include all the characteristics of your ideal customer
- Post it where you can see it all the time



4

BE SOCIABLE

- Be a real person
- Engage in conversation
- Ask questions and give answers



5

WATCH AND LISTEN

- Social media
- Focus groups
- Forums
- Blogs
- Surveys

5 WAYS TO

~ *spy* ~

ON YOUR COMPETITION

WARNING: For your eyes only!



1



CHECK OUT WHAT THEY'RE SELLING

- Products and services
- Try them out for yourself and live in their customers' shoes
- Stay tuned to new releases and news

2



EXAMINE THEIR METHODS

- Marketing materials
- Keywords targeted
- What features and benefits do they stress?
- Where are they doing their marketing?

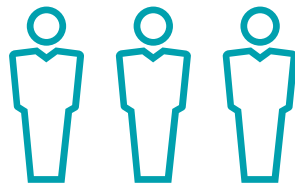
3



LISTEN TO THE CHATTER

- What are customers saying about them?
- Product reviews
- Google searches
- Social media searches

4



EVALUATE THEIR CUSTOMER SERVICE

- How do they treat their customers?
- What are customers saying about their service?
- Customer complaints

5

EAVESDROP ON THEIR CONVERSATIONS ONLINE



...AND DON'T FORGET FORUMS!