

# Profit-pulling Unique Selling Proposition - Secrets Business Techniques

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Warning: These are "secrets" your competitors don't want you to know about... "Shocking Technique Created in the 1960's Launched Multimillion Dollar Businesses - Can You Use it to Launch Your Business Too?" "I'm confident you can. And although it's not often talked about, what I'm about to share with you is THE most important part of starting any marketing campaign for any type of business." Dear Fellow Entrepreneur: Marketing is all about being at the right place, at the right time, with the right message. If you try to be there for everyone, your message will become diluted. And if you dilute it too much, it won't be the right message, at the right time, for anyone. So what you need is a unique spin, an edge, or what is commonly known (in the marketing field) as a unique selling proposition -- USP for short. A USP is an attempt to express the uniqueness of your business in a single statement. It can be a promise no one else makes. It can also be a unique benefit that only applies to your product or service. Any advertising you run without a well-thought out USP is like throwing money down the drain. Seriously. You need at least the basis of a strategy. Otherwise, advertising will suck you dry financially. Here is what a profit pulling USP will allow you to do... Find a niche and position yourself as the ONLY choice for that niche. This will allow you to target prospective customers you may not have even known existed. Place your product or service on a different level than your competition, catapult you to a higher plane of business and enable you to sell in a vacuum (i.e. no direct competition). Protect you from market fluctuations. A profit pulling USP practically guarantees you longevity in the marketplace. Break free from mindless advertising and get your product or service remembered more than any other in your market. Grant a stronger preference for your company's products and services -- you can charge more and customers will pay your higher price. Easily convert it into a hook for your headline (or for those of you selling books, use it for the title). Create a USP now and instead of fumbling around trying to explain to consumers what you're about, you'll already have your unique message all spelled out. And you can easily apply it to any of your marketing or advertising in the future. As a Business Owner, Can You Identify with the Up's and Down's of Business? The worry of what your competitors might do next? Most businesses can, at least at

first. But if you take the time to position yourself in the marketplace, worries of this sort will fade. How can this be possible? Well here's an example. If you've ever been to the shampoo aisle at the supermarket, you've seen it. And there are literally hundreds of shampoos to choose from. So when Head & Shoulders came out, who would've noticed, right? Wrong. Everybody noticed because Head & Shoulders targets people with dry, flaky scalps. People with dandruff. And this made all the difference to their campaign. Without its dandruff fighting power, Head & Shoulders would just be another shampoo. Can You See the Power of a Unique Position? And examples like this are everywhere; you just have to know what to look for. I've boiled down creating a USP to a few simple steps and outlined it all for you... just keep reading... I guarantee you, no matter how mundane you think your business is -- there is something special about it. Something unique that can launch you to new profit levels. Somewhere under the surface is something special just waiting to be noticed. And together, we will find it, hone it into a USP and test it to determine how it fits. Trust me, no matter what business you are in or how ordinary you think it may be we are going to find something unique about it and transform it together. Most marketing books don't spend more than a paragraph or two on how to come up with your USP. Yet most marketing agencies charge several thousand dollars to help you craft it. So obviously, it isn't an easy thing to come up with. Well, until now that is. Developing your own USP has been broken down into simple steps that anyone can follow with the Positioning Tactics System. Finally, a Step-by-Step System that will Help Anyone, in Any Type of Business Create a Profit-Pulling Unique Selling Proposition It's virtually foolproof. Trust me; this course is the next best thing to having your own advertising agency on your side. It doesn't matter what you're selling. Whether it's a product or a professional service. A USP will be a major factor in whether or not it succeeds. It's also highly important if you are offering any type of information product; like a book or an audio CD. In today's competitive marketplace, a USP is vitally important to your success. So what's at the core of the Positioning Tactics System? Positioning Tactics Manual USP Action Guide Just so you know exactly how it works, here's a detailed look at this powerful and exclusive system in detail. Component #1 -- "Positioning Tactics Manual" You need to gain an overview of USP's, niches, and market positioning before you try to craft your own powerful marketing message. Therefore, I've provided you with a trusted guide, packed cover-to-cover with valuable information. This manual is 100 solid pages of printed material put down in easy to understand language that you will breeze right through. It's quite possibly the most revealing report ever compiled on the subject of USP's. Here's just a little of what you'll discover in the

Positioning Tactics Manual. Learn the 4 reasons why your competitors probably don't have a USP and how to make sure you avoid their mindset. The 3 keys to a profit pulling USP. Look at 10 multi-million dollar USP's and a brief synopsis of why they work. The tricks to determining what really drives your target audience. The 5 main categories for USP's and creative ideas for implementing them into your business. How a USP will bring clarity to everything you do. The one thing you must understand before you use price to differentiate yourself. How to annihilate your competition with a guarantee that packs a powerful punch. 5-tips for sidestepping a price war. What to do with your USP once you've created it. 2 real life examples of matching up your USP to the rest of your advertising. How to establish credibility. (And the 2 hurdles you must help your prospective customers overcome right up front). The giant myth to using low price strategies for your USP. Is it a deadly idea or a profit powerhouse? How to get jaw dropping case studies from your clients rather than weak generalities. We'll also cover how to come up with product names, tips for trademarking them, and much more! The in's and out's of USP's are covered, right down to the last detail. Never have these ideas been so clearly presented. The manual will give you all the background you need. But the next step is where the real meat of the system is... Component #2 -- "USP Action Guide" Next is the USP Action Guide. I've perfected the USP creation process so that anyone can come up one. It's a remarkably effective strategy. There are over 40 pages on creating your USP with 9 easy to follow exercises. I explain exactly what you need to do in each exercise in plain English. This shortcut method is explained in simple words and concepts that make sense. The USP Action Guide shows you what you must do first, then second, etc. All the steps for coming up with a USP are presented in their entirety. Zero in on what prospective customers really want to know.

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