



**Find your**  
**Unique Selling**  
**Positions**





# Introduction

Determining what makes your business stand out is key to attracting customers and thriving in the market. This workbook features some questions to guide you in defining your unique selling points (USPs).

# What's a USP and what's a hygiene factor?

**A USP is a specific feature or benefit that differentiates your product/ service from competitors and is highly desirable to your target audience.**

It's something that helps you stand out from the rest of the market.

By contrast, a hygiene factor is meeting a basic expectation. For example, "friendly customer service" or "delivering on time".

Unique Selling Proposition	Hygiene Factor
"First smartphone with under-display camera"	"Durable and scratch-resistant screen"
"Secret recipe sauce used only in our burgers"	"Fresh, never frozen ingredients"
"Sustainable clothing made from recycled materials"	"Comfortable and well-fitting apparel"
"Same-day delivery within city limits"	"Secure online payment processing"
"Unique tours led by local experts"	"Clean and comfortable accommodations"

## Market & Competition:

Who are your main competitors? What are their strengths and weaknesses?

Competitor	Strengths	Weaknesses

What are the current trends and needs in your industry?  
Are there unmet demands you can address?

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What are the common pain points your target audience experiences?  
How can you help to solve them?

Pain points	How competitors solve them



## Product & Service:

What are the unique features and benefits of your product or service?  
What problem does it solve?

Unique features	Problems it solves

What sets your product/service apart from the competition?  
Tick all that apply.

- Quality
- Innovation
- Customisation
- Something else: \_\_\_\_\_

What is the value proposition you offer? How does your offering improve your customers' lives?  
For example, a money back guarantee or a 5 year warranty.

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**Brand & Differentiation:**

What are your brand values and mission?  
How do these translate into your unique offering?

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What is your brand personality?  
How does it differentiate you from competitors?

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What is your story? How can you authentically connect  
your brand with your target audience?

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## Customer Focus:

Who is your ideal customer?  
What are their needs, desires, and buying behaviors?

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## Landing on your USP

**Review your answers for the previous questions  
and brainstorm options for your own USP.**

What are the biggest objections your customers might have?  
How can your USP address them?

Objections	How our USP addresses them



How does your USP resonate with your target audience emotionally?  
Does it solve a problem they truly care about?

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## Validation & Testing:

Have you conducted customer research to validate your USP?  Yes  No

Did it resonate with your target audience?  Yes  No

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Can you easily communicate your USP in a clear and concise way?  Yes  No

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Does everyone in your sales and marketing team(s) know your USP?  Yes  No







# Let's keep in touch!

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