

Title:

Are You Unique?

Word Count:

563

Summary:

Learn the importance of discovering your own unique selling proposition, or what makes your bu

Keywords:

unique selling proposal, unique selling proposition, unique marketing strategy, usp

Article Body:

by Stuart Lisonbee

There is something that I have talked about on several occasions here on this site, as well as

Even though I've discussed this before, it's always worth bringing up again.

I want you to ask yourself a question regarding your business. Are you unique? And what is uni

If somebody were to ask me that same question in regards to Doba, I would say that we offer ac

This unique thing about your business is what marketers refer to as your unique selling propos

Your unique selling proposal is how you separate yourself 'in the eyes of your customers' from y

So what is your unique selling proposition? If you haven't given it any thought before, what w

Having the lowest price simply means you make less money, and that cut in profit affects more

There's no way around it. Running a business costs money. Running a business well costs even m

Here's a personal example of a unique selling proposition I came up with when I ran a retail o

I never did it because it simply cost too much. The solution was to charge for it. But I never

Well, have you ever heard of Geek Squad? The founders of Geek Squad had the same idea I had. T

The lesson here: don't be afraid to be unique! Embrace your uniqueness and watch your business

Read some great examples of companies that have successfully marketed their USP.

This is a demo version of txt2pdf v.10.1

Developed by SANFACE Software <http://www.sanface.com/>

Available at <http://www.sanface.com/txt2pdf.html>