

SECRET

SAUCE

WORKBOOK

11 Questions To Help You Discover
Your Unique Selling Proposition



What's your secret sauce?

What makes you, you?

Discovering your *unique selling proposition* (USP) is *the* most important step that 99% of entrepreneurs skip... and it's also why an absurd number of businesses fail in the first year alone.

Your USP has to be **specific** and **concrete**, and it has to **address what your target person wants**.

The truth is, a strong USP makes your business *clone-resistant* because it prevents others from firing up the photocopier and just duplicating your stuff.

This workbook is the key to re-defining yourself, your business, and your product development in terms of *your* USP.

Go through the questions slowly and deliberately. This is *your* business you're working on, so take pride in your work!

When you're satisfied with your answers, revisit the workbook every so often to ensure you're still on track.

Let's begin...



1. Who is your **specific** target person?

List their name, gender, age, appearance, occupation, hobbies, other identifying traits, and their “problem.” If you’re a visual person, draw a picture so it sticks in your mind.



2. What are _____'s hopes, dreams, desires, wants, thoughts, and feelings? (Fill in your target's name)

3. Make a list of your **experiences** and **stories** that directly relate to _____'s experience.



4. What are _____'s pains, problems, stresses, frustrations, and fears?

5. Make a parallel list of **solutions** that you can offer to relieve _____'s stress and frustrations.



6. Where does _____ hang out online? What is he/she saying, doing, buying, and searching for online?

I.e. Which websites, message boards/forums, and Facebook groups, does this person frequent? How do they speak? What are they thirsting for, but having trouble finding?



7. What words does _____ use? How does he/she, specifically, describe their problems, fears, or frustrations?

I.e. Does your target person use any “market specific” lingo or language? How can you “talk” like your target person and identify with them?



8. What would make _____ buy your competitor's product instead of yours? What is unique about your competitors?

I.e. Is it price? Is it a bonus? Is it their personal experience or story? Is it their site design?



9. How can you closely identify with _____? Why should he/she pay any attention to you? What makes you unique?

I.e. What's your story that he/she can identify with? Why should he/she buy from you, instead of your competitor? How can you create more value than your competition?



10. How can you **change the game** so _____ will buy your product instead of your competitor's?

I.e. How can you make price irrelevant? How can you make it hard to compare your offer to others? How can you make it a "no brainer" for your target person to buy from you?



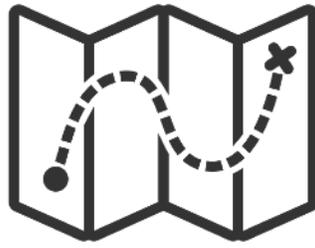
11. Create your one-sentence USP. Fill in the blanks:

“You know how _____ struggle with
_____, _____, and
_____?”

What I do is provide _____
and _____ that makes it
impossible for my clients to do anything except win!”

Example:

“You know how work at home moms struggle with health, weight, and energy? What I do is provide simple 10 minute workout videos and motivational group coaching that makes it impossible for my clients to do anything except win!”



Next Steps

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