

# One Page Summary

## These are the top motives of my clients:

*(Go back and get your notes from Day 5, Step 1)*

Example: Swimming Pool Buyer motives might be to save time, avoid effort, relieve guilt, and to be popular

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## These are the benefits of our solution:

*(Choose the best combination of one or two ideas from Day 5, Step 2)*

Example: "A fun family vacation in your backyard anytime you want."

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## This is the value they'll get by choosing our solution

*(The top 2-3 benefits taken from Day 6)*

Ex: We're the only residential recreation service that guarantees you'll love spending time in your backyard more than anywhere else.

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# Unique Selling Proposition

**What do you do?**

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**How do you do that?**

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**Still need help?** Try this USP Generator adapted from the famous marketing copywriter Bob Bly.

## The USP Generator

*Fill in the blanks to create your first draft USP:*

My product/service \_\_\_\_\_

Solves what problem? \_\_\_\_\_

For whom? \_\_\_\_\_

Value - With or Without? \_\_\_\_\_

## Your USP Statement

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