

Bonus #2

5 Places to Use Your USP

On Your Social Media Profiles

Go through and update your Facebook, LinkedIn, Twitter, Instagram, and all your other social media profiles so they share a consistent compelling message.

On Your Website

Include your new USP on your home page and on your "About" page.

On Your Business Card

Order new business cards and put your USP on the card. You can save money by buying a custom rubber stamp to stamp the back of your existing business cards until you order new ones.

On all your Membership Profiles

Don't forget to update all your club and association memberships. Many of them post your profile on your membership page.

In your Introductions

Create a scripted way to use your USP when people ask you what you do. You can even share your USP in your voicemail and when you answer the phone.