

HOW TO USE THIS WORKSHEET: This is a view-only file. Make a copy of the Google Document to fill in the prompts.

Unique Selling Proposition (USP) Development Worksheet

1 Who is Your Target Customer?

Describe your ideal customer in detail:

- Age:
- Gender:
- Location:
- Occupation:
- Interests:
- Problems they face:
- Needs and desires:

2 What Problems Do They Have?

List the key problems or challenges your target customer faces that your product or service addresses:

- 1.
- 2.
- 3.

3 What Are Their Core Needs or Desires?

Identify what they truly want (beyond the problems):

- Functional needs (e.g., save time, save money, simplify tasks)
- Emotional needs (e.g., feel secure, confident, proud)

4 List Your Key Features and Benefits

Feature / Aspect

Benefit for the Customer

5 What Makes You Different?

List your key differentiators compared to your competitors (what you do better or uniquely):

- 1.
- 2.
- 3.

6 Your Competitive Advantage

Why should people choose you over competitors? (Think: faster, cheaper, higher quality, unique method, personal touch, etc.):

7 Craft Your USP Statement

Combine your differentiators and core benefits into one powerful sentence or short paragraph:

"We help [target customer] achieve [desired result or solve a problem] by [your unique method or key difference]."

Example:

"We help busy parents save time and money on healthy meals by delivering fresh, pre-portioned ingredients and easy-to-follow recipes every week."

Your USP draft:

8 Refine and Test

Read your USP aloud. Does it:

- Speak to your target customer's needs and desires?
- Show your key differentiator?
- Sound clear and confident?

- Feel memorable and unique?

Get feedback from trusted peers or real customers, and refine as needed.

Final USP Statement

Congratulations! You now have a clear, unique selling proposition you can integrate into your marketing materials, elevator pitch, and brand messaging.