

# Position Yourself To Profit...

**U.S.P.** — This stands for Unique Selling Proposition. What's yours? What makes you different from all of the other businesses out there for hire? For example, there are many fast food restaurants available for you to choose from. McDonald's has done a great job of creating a USP around convenience and consistency. They would never insult your intelligence by making commercials that boast about how delicious their food is because they know that's not true, and so do you! Their USP around consistency is second to none! A Big Mac in Los Angeles tastes just like the one in Madison, Wisconsin. Avis created a multi-billion dollar rental car empire with a *we're number 2, so we try harder* USP.

What Unique Selling Proposition can you create that's true to your talent, skill and ability as an individual or organization? Do you provide customized products and services to the marketplace? Do you have products that educate your market, as well as solve problems and expand opportunities? How about booklets, newsletters, Special Reports or a book? Do you provide consulting services? Do you have specialized or unique skills that could benefit the marketplace? What are they?

Are your intentions based upon the need or greed for money, or services that could benefit the world? You must know the answer to these questions if your business is to last, and you must commit these things to writing. After you have identified these things, you should incorporate them into your overall positioning in the marketplace. That means everything that you create, from business cards to brochures. Next, I believe that your *UBS* is critical.

**Ultimate Benefit Statement** — Whether it's an annual report or

brochure, most are the same — too predictable! They talk about the company or person how long they've been in business, or what school they've attended, and a litany of other personal accomplishments. The marketplace says, "who cares?"

As business people, we must constantly seek ways to add benefits to the marketplace in everything that we say and do. Why should a client hire you? What's in it for them if they do? What

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will they really end up with? What results can they expect?

Remember, in establishing your Ultimate Benefit Statement, a feature is what something *IS*, and a benefit is what it *DOES*. What interests clients the most is what you can do for them. This must be communicated as clearly as possible in all that you do, both written and spoken. Whether it's a radio or television commercial, annual report, newsletter,

mass mailing, sales letter, or brochure the principles are the same! You must be client-centered in your communication.

The focus should be about the needs and challenges of the marketplace and how you provide solutions to those issues. This must be the dominant thought communicated in all of your written material whether it's a business card, or brochure. The shortest part of the text should be about you and your accomplishments. *It's all about solving problems for the marketplace!*

You might have cause to ask what these things have to do with marketing. In my opinion, the answer is *EVERYTHING!* In order for the marketplace to understand who you are, what you represent — and why they should hire you — you must first understand this yourself. What the marketplace perceives you to be is only an extension of how you perceive yourself relative to the *USP* and *UBS* you've created.

Successful marketing is a huge challenge for any business, and I believe that the fundamental work that goes into positioning yourself or your business should be done before your first business card is ever printed.

Doing this homework up front is well worth the effort. It will save you tons of time, money and frustration later on. The work in this area is never done! Whether you are beginning or advanced in the world of business, you must continue to recreate yourself and your business so that that marketplace finds you attractive. This requires transformational thinking.

Here's to discovering your own uniqueness and the many ways of giving it to the world!

— **D. W.**