



Creators of Captivating Communication



Queensland Government

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# ACTIVITY SHEETS | USP

## Identifying your unique selling proposition

As part of your brand work it is important to highlight what your unique selling proposition is – essentially why your current customers buy from you, and why new customers should buy from you. Components of your USP will come from the above brand pyramid such as your personality and your brand essence. These will help to develop your elevator pitch which is a brief overview of your business that you can easily convey on an elevator ride.

### Tips for developing elevator pitch:

- Use common language not jargon
- Tell a story
- Explain your benefits
- Be passionate
- Aim for 30-60 seconds.

### Tips for creating your USP:

- Offer something a bit different
- Provide exceptional service and be able to back this up
- Be the biggest/best/boldest in your industry
- Invent a product or service that fills a gap in your market
- Develop a unique brand design.

**Start drafting your elevator script here:**

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**Start jotting down your USP here:**

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