

# Client Unique Selling Proposition

A USP is the main piece of any marketing campaign. It is a statement that defines the uniqueness of the business. The best USP can be used as a company slogan. It should also be included into all of the company's marketing activities.

What is your clients' biggest Pain or Frustration?

What is your clients' ultimate Goal or Desire?

What is your clients' greatest Dreams & Aspirations?

## Your Client Unique Selling Proposition

I (or your company Name) help \_\_\_Client\_\_\_ achieve/do \_\_\_dream or aspiration\_\_\_,  
so they can \_\_\_goal or desire\_\_\_ without \_\_\_pain or frustration\_\_\_.

Or

My Business provides \_\_\_Category or service\_\_\_ solutions to \_\_\_Target Customer\_\_\_ for  
\_\_\_Purpose\_\_\_ which allows them to \_\_\_Benefit\_\_\_ without \_\_\_Pain or Frustration\_\_\_.