

# USP WORKSHEET

**Nail your Unique Selling Proposition (without sounding like everyone else)**

 **Step 1: What problem do you solve?**

Think practically and emotionally – what’s the pain point?

**What frustrates your customers?**

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**What are they trying to avoid or fix?**

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**What happens if this problem *doesn't* get solved?**

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## Step 2: Who exactly do you help?

Be specific. Think beyond “women” or “small business owners.”

**What makes them a perfect fit for your solution? Tick the ones that apply! Write your own!**

<b>AGE</b> <input type="checkbox"/> Teens <input type="checkbox"/> 20s <input type="checkbox"/> 30s <input type="checkbox"/> 40s <input type="checkbox"/> 50+	<b>LIFESTAGE</b> <input type="checkbox"/> Students <input type="checkbox"/> First-time parents <input type="checkbox"/> Small biz owners <input type="checkbox"/> Career changers <input type="checkbox"/> Retirees	<b>VALUES</b> <input type="checkbox"/> Sustainability <input type="checkbox"/> Accessibility <input type="checkbox"/> Ethical business <input type="checkbox"/> Innovation <input type="checkbox"/> Community
<b>GENDER</b> <input type="checkbox"/> Women <input type="checkbox"/> Men <input type="checkbox"/> Non-binary <input type="checkbox"/> All genders	<b>INCOME</b> <input type="checkbox"/> Budget-conscious <input type="checkbox"/> Middle income <input type="checkbox"/> Premium/high income	<b>OTHER</b> <input type="checkbox"/> Neurodivergent <input type="checkbox"/> CALD communities <input type="checkbox"/> First Nations <input type="checkbox"/> NDIS participants <input type="checkbox"/> English 2 <sup>nd</sup> language
<b>LOCATION</b> <input type="checkbox"/> Urban <input type="checkbox"/> Regional <input type="checkbox"/> Remote <input type="checkbox"/> International	<b>WORK</b> <input type="checkbox"/> Tradies <input type="checkbox"/> Professionals <input type="checkbox"/> Creatives <input type="checkbox"/> Health & care workers <input type="checkbox"/> Not working	<b>MORE</b> <input type="checkbox"/> ----- <input type="checkbox"/> ----- <input type="checkbox"/> ----- <input type="checkbox"/> ----- <input type="checkbox"/> -----

**ENTERPRISING**



### Step 3: What's your unique edge?

You don't need to be the *only* one doing what you do – but you *do* need to do it differently.

- **How do you solve the problem in a way others don't?**
- **What do you offer that's rare, personal, or hard to copy?**
- **What part of your story, method or experience sets you apart?**

### Step 4: Plug it into the formula

**I help [who you serve] solve [the problem] by [your unique approach].**


Now write your first draft below:

 Draft 1:

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 Draft 2 (try a variation):

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 Draft 3 (even punchier?):

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### Step 5: Say it out loud

Now try reading it to a friend, team member, or someone who fits your ideal audience. Ask:

- “Do you get what I do – straight away?”
- “Does this sound like something you'd want?”
- “Is anything confusing or forgettable?”

Take note of their feedback:

Then refine!

### Final USP

Here's your polished version. One sentence. Sharp. Memorable. You've got this.

**FINAL USP:**

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