**FIND THAT USP**

**Directions:** Identify 10 unique selling propositions you see this week. For each USP, complete the following information.

**Company** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**USP** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Ways USP is communicated** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Related to (circle one): Product features Emotions/Intangibles**

**This USP (rate on the scale of 1–10, 1 being poor and 10 being excellent):**

Is easily communicated 10 9 8 7 6 5 4 3 2 1

Is meaningful to the customer 10 9 8 7 6 5 4 3 2 1

Is specific 10 9 8 7 6 5 4 3 2 1

Creates desire and urgency 10 9 8 7 6 5 4 3 2 1

Is able to be fulfilled 10 9 8 7 6 5 4 3 2 1

Will last for the life of the product/brand 10 9 8 7 6 5 4 3 2 1