

BUILD+BRAND™

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Clarify Your Vision For Your Business

**12 Ways To Be Unique In Your
Target Market
+
BONUS Offers For Results**

Looking for ideas for creating your own Unique Value Proposition? Consider the following 12 ideas for qualities and offerings that can help you stand out from the crowd.

Just one of these alone could be the reason people buy from you vs. your competition.

Be The...

1. **Fastest**

Deliver your products faster than anyone else.

Showing dedication to getting your products to your customers at a consistently fast speed with cement your reputation as a company that can be relied upon.

2. **Easiest to Understand**

Offer instructions that anyone could understand.

Your target market might extend to a variety of different people. If you're producing or providing a service for a particular niche industry, you might find you need to accommodate a mixture of veterans and newcomers to the trade so bear that in mind when utilizing technical jargon in your marketing materials.

3. **Friendliest**

Welcome people and make them feel at home.

Building a good reputation with your customers is essential in terms of encouraging people to return to you with their business. Having a friendly attitude towards all customers will create a positive association with you in their minds and make them more likely to return.

4. Most Convenient

Make it easy for people to buy anywhere they are.

This means not only having an easy to navigate website and access to it via other channels such as social media, but also keeping in mind things like how your shopping cart might look on mobile devices, or ways customers can reach you offline.

5. Safest

Reassure customers that their safety is your top concern.

This is naturally dependent on the product or service you offer, but a quick reminder that customer safety is paramount in any instance will go a long way to developing good relationships.

6. Cheapest

It's tough to compete on price, so make sure you can do it first.

You need to have a constant eye on what your competitors are offering and make your offer better. If you are unable to provide the cheapest option, make sure you clearly justify your pricing.

7. Most Luxurious

Offer something truly special that comes at a price.

Let your customers know exactly what goes into their product or service and why those elements demand the price you've attached. Exclusive and expensive products are always desirable to the right market so target effectively.

8. Easiest to Use

Make it so easy that it doesn't even need instructions.

...and if it does, make them the easiest to understand. Always put yourself in your customers' shoes before you release a product and think about what you'd need to get started using it.

9. Most Flexible

Offer multiple options and customization.

People love to feel personally tailored to when it comes to selecting products and services. Giving them the opportunity to make it their own will make you stand out from your competition.

10. Most Entertaining

People want to laugh. Give them something to laugh about.

Not only is inciting an emotion such as humor a great way to work on those customer relationships, it's also a really good way to get people talking about you. Funny content that goes viral in the right circles can really provide a massive sales boost.

11. Trendiest

Be on the cutting edge of fashion and trends.

Although staying 'on trend' is a lot of work, it's definitely worth it. Investing the time to stay ahead of the game means that people will start to look to you to find out what's going on.

Offer...

12. Exclusivity

Offer something that's just for them and can't be found elsewhere.

You want your customers to feel as if they're part of an exclusive club. Having customers actually proud to buy from you will do wonders for your reputation.

13. Affordability

It doesn't have to be "cheap". Just affordable for everyone.

Having a clear idea of exactly who your market is and what they expect to receive for the money they spend will help you no end when putting prices on products.

14. Personalization

Customize products and services to customers' needs.

Once again, selling directly to an individual is a fantastic way to boost your chances of a sale as people love to feel like the center of attention.

15. Customer Care

Be the best at customer service and personal attention.

The customer experience isn't just about leading up to the sale, or the product/service itself, it's also about how you deal with any issues or questions they may have after the sale. Be prepared for any eventuality and you'll ensure that your post-sale care experience only adds to your great reputation.

16. Deals

Give special offers and deals that are different from competitors'.

Offering discounts or deals to customers on your mailing list or on social media will encourage the sense of exclusivity that drives loyal customers. It's also a good way to bring in new customers in the right channels who are looking for a great deal.

17. Availability

Ensure your products are always available. Never out of stock.

Unless you're a massively successful brand, the chances of customers returning after what they wanted wasn't available are pretty slim, as most will just go elsewhere. Don't let that happen.

18. Free Stuff

Everybody likes a freebie, so make it a standard practice.

Get customers in the habit of checking back with you every so often to see what you've got going as a freebie.

19. Trustworthiness

Give guarantees and follow-through on them.

Again, reliability is incredibly important in business today. Make sure your customers wouldn't think twice about recommending you to their family or friends.

20. Community

Provide a place for people to get together or compare notes.

Providing your customers with a place to communicate with one another is a great way to both encourage positive social proof and gather feedback on your products or services. Just make sure you attend to anything that might come up with communities that need your input quickly and efficiently.

21. Excitement

Life can be dull at times. Provide some spice and excitement.

Whether it's with fun content, a contest or innovative new products, make sure your customers see you and your business as interesting and exciting.

22. A Cool Design

Make your design the coolest. Ever heard of the iPhone?

You want your customers to show off your products to their family and friends. You also want people to ask them, 'Where did you get that?!'.

7 Examples of Stellar UVPs

1. Donations

Appeal to people who care and know what types of charities they care about, like Tom's Shoes does.

[Tom's Shoes](#) donates a pair of shoes to a child in need every time they sell a pair.

2. A Sense of Community

Remember the idea of community? Think Geek gets their customers involved.

[Think Geek](#) gives its users something extra by creating a community atmosphere in its store through quirks such as customer action shots and appreciation of cult items.

3. Fix a Problem

[Dutch Boy Paints](#) took the age-old paint tin nightmare and developed packaging that was easy to carry, pour and close. A high percentage of their sales are based on their packaging alone.

Why didn't anyone think of this before? Sometimes it just takes one person deciding to fix a problem to create unique value, even in a business as old as the one Dutch Boy Paints is in.

4. A bundle of UVPs

While one UVP is enough, several together can be just what people are looking for. The package that Safelite Autoglass offers itself IS the UVP.

[Saelite Autoglass](#) offers a variety of different UVPs to sell their product – 24 hr service, detailed information of their technicians, (including name, credentials and a photograph) and a lifetime guarantee.

5. Use statistics

Give them the hard facts if you know that's what they care about. When it comes to time and money, that's often the case, and Geico knows it.

[Geico](#) uses numbers to make you think. Their tagline is '15 minutes could save you 15% or more on car insurance.' You can't argue with that..

6. Go Green

Lots of people buy based on something being environmentally friendly, but it's usually more expensive. Castle Ink covered the 'green' factor AND expense in one value proposition.

[Castle Ink](#) sells 100% recycled ink cartridges that are cheaper than the original product and they offer free shipping and excellent customer service to provide the whole package.

7. Get a Great Name

Your name can be your value proposition all in itself, like Good Copy Fast.

[Good Copy Fast](#) provides just that. No Questions asked.

***NEED ADDITIONAL HELP WITH YOUR
TARGET MARKET?***

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