



# Profitable and Powerful Positioning

These are the EXACT questions we ask our clients about their Unique Selling Proposition (USP) as we onboard them at Business Nitrogen.

Remember, if you've done this work even a couple of years ago, it's time to do it again!

**1. Write down every unique aspect and benefit as it relates to the performance of, the construction of, the buying of, or the rendering of your product or service. (You're looking for unique selling proposition points) OR write out your USP below:**

Some ideas:

Is it the order in which you do things?

The container in which you deliver?

The speed of your result?

A unique process or methodology?

The "ingredients" you use?

The experience do you deliver?

**What differentiates your service/product/company from all other services/products/companies out there providing the same or similar solution?**





**2. List what your product/service solves or provides for your ideal client. Provide a very specific, measurable, and detailed explanation of the following:**

- Results: (what's the actual result they get)
- Advantages: (what advantages does your product give them over others?)
- Benefits: (not the features, what does your product enable them to do/be/have?)
- Protections: (how does it protect them from what they DON'T want?)
- Enhancements: (how does your product/service enhance their life?)
- Prestige factors: (how does your product/service enhance their status?)

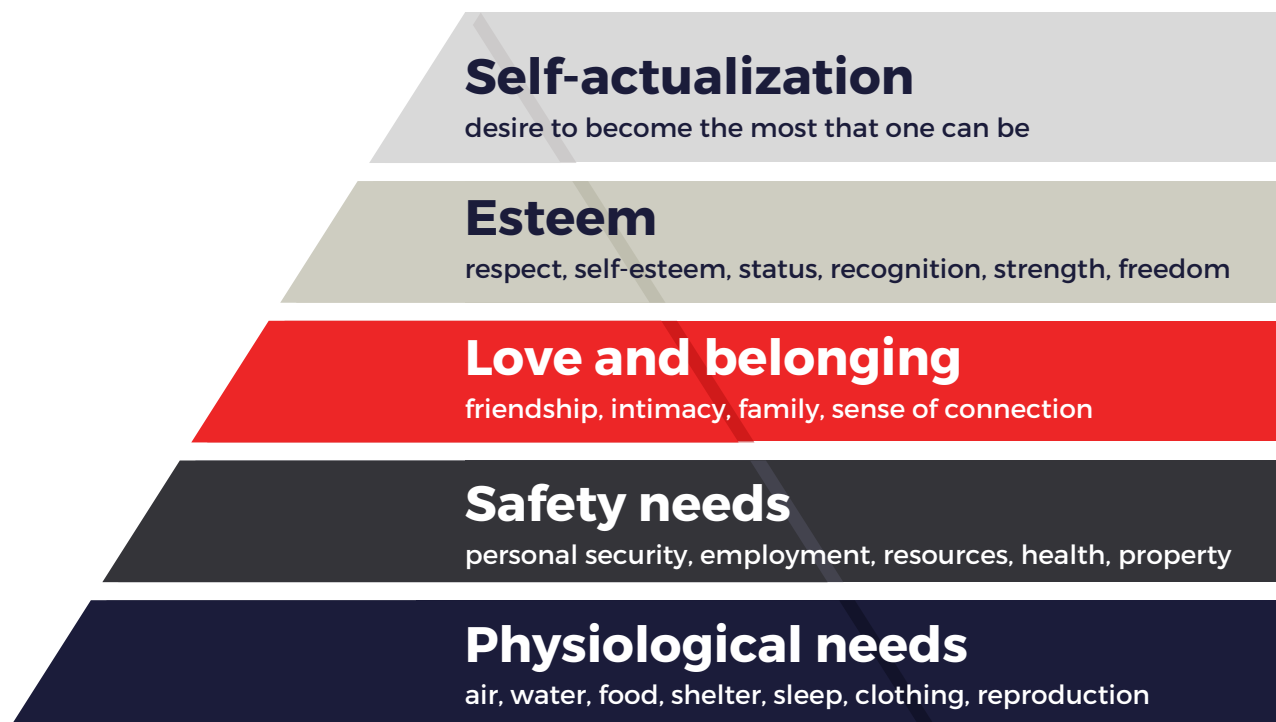
**3. What do you believe your single most competitive advantage is? (Finish this sentence "BUSINESS NAME is the ONLY X in the Y market that Z.")**





#### 4. How is your product/service positioned in the marketplace?

- Has this CHANGED since 2020/the recession?
- Where is your product/service on Maslow's Hierarchy of Needs?
- Are their needs BELOW your product already met?





**5. Describe your client's needs/wants/desires and the positive results your product/service provides?**

- What is their life like right now?
- What do they want for their future?
- What desires do they have that you're uniquely positioned to bring to life?
- What problems do they have that you're uniquely positioned to fix?

**6. What is it about your product and/or service that distinguishes you from your competition?**





## 7. What makes your product or service irresistible?

- (If your answer is “ummmmm...” - this is something you need to work on. How can you MAKE it irresistible?)

## 8. What result does your client really want?

- How do you know?
- Has what your client really wants CHANGED in the past year?





**9. What products/services do clients want that you do NOT offer? Why not? Is there anything you can offer to make their experience more complete or partners you can collaborate with who serve the same audience with different products?**

**10. Is your USP a consistent message in all of your marketing and sales efforts?**

- If no, explain why.