

UNIQUE SELLING PROPOSITION

Why would someone do business with you instead of anyone else, or instead of not doing anything.

Here's a fill in the blank USP generator:

Company name, helps customer types to solve this problem/do this thing by what YOU do – even if fear/preconception

Go on – try it:

_____, helps _____ to _____ by _____ – even if

If this website had a USP it would be...

Sign Media Enterprise helps deaf entrepreneurs and small business owners to start and grow their business by providing a sign language glossary and resources in multiple languages – even if you know nothing about running a business yet...



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