

## “How to Create a Catchy Tagline that Attracts More Quality Clients”



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## What the Heck is a USP?

**There is a somewhat long,** boring history as to why it is called a USP or Unique Selling Proposition, but in a nutshell, a USP is a statement that tells your clients what you stand for and why they should do business with you above everyone else who does what you do. It is simple, simple, simple AND benefit packed. The ultimate benefit shines like the fabled golden egg. Because if you craft an excellent USP, you are going to lay your own golden egg - in the way of clients, profits and the one thing you can't buy - "credibility."

Let's face it. You're not the only person or business who does what you do. Everyone in American business has competition. It's what our economy is based on. And it's a beautiful thing.

Why? Well, for starters, no two people are alike. We all have different thoughts and experience emotions at different times. We each have a unique perspective on life based on our past experiences. And it's the way we're shaped by God - to be different and contribute in different ways to mankind.

So because you are different, your business is automatically going to be unique in at least one way, if not more. The trick is how to figure what makes you different and craft a statement that captures this essence so you can provide products and services to more of the people you want to work with. Enter the USP.

*"Beware when any idea is promoted primarily because it is "bold, exciting, innovative, and new." There are many ideas that are "bold, exciting, innovative and new," but also foolish."  
Donald Rumsfeld*

### A USP Can Act As Your Tagline

We've learned during the past 10 + years that the most successful companies are focused on their core clients AND they have a very targeted USP.

Having this cornerstone of marketing is a HUGE help to us when we're designing your marketing materials because it means you've done the necessary research and you know who you're trying to attract and the message you are delivering. You've selected your fish and you have the proper bait. It is now our job design the materials that are going to best deliver that message and attract the right clients.

Use the exercises in the next few pages to create your own catchy USP and start using it as your tagline. You might be surprised at how much of a difference it will make in the quality of clients you attract.

Want more? We have a more in-depth report and audio recording available for purchase. Contact us at: 714-926-6193 or [tspruill@FruitionDesign.net](mailto:tspruill@FruitionDesign.net).

## Short Notes

### 5 Reasons to Create a USP:

1. A USP helps you laser in on your target market.
  2. A USP gets YOU very clear on where you want to go in your business.
  3. A USP differentiates you from the crowd.
  4. A USP requires you to be an expert at some aspect of your business.
  5. A USP keeps you accountable to your plan.
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### 5 Keys to Creating Your USP:

1. Keep it short, sweet and memorable.
2. FOCUS. Don't try to attract everybody at once.
3. Once you've selected your target market, get in touch with their unique pain and appeal as the solution to their troubles.
4. It must be credible.
5. It must be compelling enough to get people to act.

## Examples of Famous USP's

### **Dominoes Pizza:**

"Hot, fresh pizza delivered in 30 minutes or less, guaranteed."

### **Wonder Bread:**

"Wonder Bread helps build strong bodies in eight ways."

### **M&M's:**

"M&M's melt in your mouth, not in your hands."

### **Certs:**

"Certs breath mints with a magic drop of retsyn."

### **Colgate:**

"Colgate cleans your breath while it cleans your teeth."

### **Rolaids:**

"How do you spell relief? R-O-L-A-I-D-S."

### **Viceroy:**

"Only Viceroy gives you 20,000 filter traps in every filter."

### **Anacin:**

"Anacin, the pain reliever that doctors recommended most"

### **Pampers Diapers:**

"Give your baby something you never had as a baby. A drier bottom."

### **Honda Civic:**

"Better gas mileage. A Civic responsibility."

### **Rolls-Royce:**

"At sixty miles an hour the loudest noise in the new Rolls-Royce comes from the electric clock."

### **Papa John's:**

"Better Ingredients. Better Pizza. Papa John's."

## Defining Your USP: Exercise #1

### Instructions:

In the first column, answer the question "Why I would want to do business with you above everyone else who does what you do?"

Write in the second column, answer the question "Why I want to do business with your competition?"

Cross off everything that is the same in the 2 columns. What you have left in your column should be the basis for your USP.

Why do business with you?	Why do business your competition?

## Defining Your USP: Exercise #2

### Instructions:

Look at your column in the previous exercise. Place the words "So What" at the end of each statement. If your target market could care less, it is a careless statement with little substance and should be illuminated.

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Write your new USP here:

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## Defining Your USP: Exercise #3

### Instructions:

This is called "Getting in Touch with Their Pain." This will be an easier exercise if you've been in business for awhile because you should know your ideal clients by now.

Take out a sheet of paper and take about 10-20 minutes to write down everything you know about your ideal clients. What do they like about doing business with you? What questions do they ask you the most? Where do they live? What do they drive? What is their typical gender and race? Write it all down and don't hold back.

Now write down the things they complain about the most. Is it not having enough time for family and friends? Is it lack of money? Is it being on the road too much? Is it the crazy mother-in-law? What is their truest PITB - Pain In The Butt - that keeps them from doing the things they KNOW they need to do to get "unstuck."

Start crafting your USP using this model:

You know how... (fill in the blank with their pain - e.g. You know how you always have to wait forever in the dentist's office before your appointment actually starts?)? We've got the solution. It is... (fill in the blank with the solution - e.g. We'll see you in our office within 15 minutes of your set appointment or we'll give you \$100.)

In our example, the final USP might read something like this:

*We guarantee you'll see a dentist in our office within 15 minutes of your set appointment or we'll give you \$100.*

OR

*Dental service within 15 minutes of your appointment or we'll give you \$100 - GUARANTEED.*

Now I don't know about you, but as a busy professional with limited time, I would certainly travel further or pay more to the quick dental service that offers the same quality as the guy down the street.

The same dental office could even build the USP into their practice name - Speedy Dental or Rapid Dental Services - for example.