



# ***Creating a Laser-Like USP***

*A special report by Dave Dee*

**www.davedee.com**

I want you to roll up your sleeves, because it's time to develop your USP. A strong USP will blow the competition away and make them irrelevant. Without a USP, you're just another business.

What is a USP? It stands for unique selling proposition. It's what makes you stand out from everyone else. It's what makes you different from your competition and valuable to your clients.

Here are some examples of USPs that have literally built business empires:

- ✓ “Fresh, hot pizza delivered in 30 minutes or less, guaranteed.” Now, of course, we know that used to be Domino's USP.
- ✓ “When it absolutely, positively has to be there overnight.” Fedex, of course.
- ✓ “Leaves your breath smelling minty fresh.” Scope

Your USP must deliver a tangible benefit to your client. You must always convey benefits that your clients and your prospects can readily identify with. Most service business owners only talk about the features that they offer and not the benefits.

Your USP must also be targeted and to the point. Notice that in the Domino's example, they are not saying that their pizza tastes better than any pizza on the planet. In fact, they don't even say that the pizza will be good. But rather, that it will be delivered fast and it will get there hot.

Your USP must also be specific. Domino's doesn't say, "Your pizza will get there sometime within 30 minutes to an hour." They say, "Set your watch, we'll be there in 30 minutes or less, or you get your money back."

Finally, your USP should be fairly short. One sentence preferably, 2 sentences at the most.

You want people to be able to remember your USP. And if it's too long, they're simply not going to remember it.

## Developing Your USP

Creating your USP going to take some time, but once you've done the following exercises you're going to know more about your business and about your competitors and how to outsell them than ever before.

Here are the steps for making it happen:

**1. Buy a large pack of 3x5 index cards.** On each card, you're going to write down one feature of your law business on one side and on the other side you are going to write one benefit.

For example a drill is a feature. The hole the drill makes is the benefit. Here are some more examples from Alexis' Personal Family Lawyer program.

- ✓ Having no hourly billings is a feature. The benefit is you don't worry about calling your lawyer before making important legal or financial decisions.
- ✓ A team in place to support your clients is a feature. That clients can call and get quick questions answered without having to wait is a benefit.
- ✓ Three year plan reviews is feature. The benefit is your clients plans will work when their families need them most.
- ✓ A membership program is a feature. Being able to call on your lawyer throughout your life is the benefit.
- ✓ A Family Wealth Legacy Interview is a feature. The benefit is leaving behind whole Family Wealth, which is far greater than just your financial wealth.

Now, think about your own law business and write down one feature per card. On the opposite side of this card, write down the benefits associated with the feature. I

know you probably don't want to do it. But I'm going to insist that you do it, because when you do it, it will radically increase your income and radically change the way you feel about your law business. Remember: A benefit is what the client receives as a result of the feature.

**2. The next step in this is to figure out what the competition's up to.** You want to see what your competitors are doing and what they're saying. This takes a little research.

Take a day and go to the library and look through all of the yellow page ads for your business category. If your library has phone books from other cities, look through those as well.

On a pad of paper, make a list of all of the features and benefits your competitors are claiming. More than likely, most of your competitors are only going to list their features. When a feature or a benefit is repeated, put a checkmark next to the one you've already written down, so you don't have to keep writing the same ones over and over.

Then, you want to check out ads in other publications where your competitors may be advertising. Make a list of everything that they're saying.

Granted, again, this is a laborious process. But it's going to take less than a day and it's critical if you want to have a marketing edge. And, we've already given you a whole set of information from the Personal Family Lawyer program. But, make sure to see what other lawyers are saying too.

Now, once you've done this, examine your list. You will notice that most law businesses are saying the exact same thing!

So why should a client contact you, as opposed to any other lawyer if everyone is basically saying the same things?

Now, you may say, "Well, I'm better." How does the client know that? Everyone is saying the same things in the same way. All of the ads look exactly the same. Everyone is copying everyone else. It's what Dan Kennedy calls marketing incest. Marketing incest is when people in the industry keep copying each other until the marketing and advertising gets dumber and dumber and dumber and less effective.

If you look and sound the same as everyone else, you have no competitive advantage. And with no advantages, the prospect is going to make his or her

decision either by calling only one person or, even worse, on price. This is not an enviable situation to be in.

You need to stand out. You need to be perceived as being different and unique.

Again, the key word is *perception*. Maybe you do only offer the standard services, such as “custom documents” and “personal service” like everyone else. That’s fine. But you can frame these features in a way so you’re perceived as being different from your competition. So when a prospect sees your ad or calls you on the telephone, you stand out from everyone else. You see, that’s what marketing is all about, and that’s exactly what this system is about. You’re going to discover how simple and easy it really is.

Now that you have your index cards with the features and benefits specific to your law business and they are clearly stand out benefits that are not merely repeating everyone else in the marketplace claiming superior documents and service, you now have the material to develop your own USP.

**3. The main question your USP must answer is this:** Why should I hire you, as opposed to any other lawyer?

Now, hold on. Don’t tell me that you’re the “best.” That’s not going to fly. Don’t give me some cute little slogan. That’s not going to fly. This is a benefit-oriented statement.

Remember to focus on benefits, and make this paragraph as long as you need to. If you need to use 4 pieces of paper, that’s fine. Don’t edit yourself, at this point. Just write down all the benefits that you came up with in steps 1 and 2 in one single, combined statement.

Here’s what Alexis came up with for the Personal Family Lawyers when we first went through this exercise:

*Affordable access to a lawyer who isn’t going to bill you hourly so you will call before making important legal or financial decisions for your family and you’ll get your quick questions answered without having to wait and the plan you put in place for your family will work when your family needs it and you’ll always be able to call on your lawyer for your lifetime and when you are gone, you’ll leave your family with the gift of a trusted advisor and a legacy library far greater than all the money in the world.*

Now, obviously this is too wordy and clumsy for a USP, but then she could condense it down and create her own unique selling proposition.

The Personal Family Lawyer USP that Alexis came up with and which is still a bit of a work in progress is:

*Affordable Access to a Personal Lawyer For Your Lifetime Who  
Will Be There For Your Family When You Can't Be.*

Remember, your USP should be one or 2 sentences, at most. You want to write, rewrite and rewrite again, until you get a USP that you're extremely happy with. Spend as much time as you need on this. It's extremely important.

### **How To Use Your USP**

So now that you've created your USP, what are you going to do with it? It is going to become the cornerstone of your marketing. You're going to use your USP in every form of marketing that you do. You're going to use it in your print advertising, on your brochures, on your direct mail pieces, in your telephone script, in one-to-one selling and when you're talking to people. It's going to be on your business cards. It's going to be on your answering machine. It's going to be used everywhere.

As an example, Alexis worked with her lawyers to come up with an elevator speech based on their USP. They came up with:

*I'm a Personal Family Lawyer, but I don't handle divorces and  
I don't bill my time by the hour.*

What's that person's natural reaction going to be when you say that to them? They're going to say, "Well, what do you do then?" And that is the exact response you want to elicit, because it gives you permission to tell them more, to go into a mini presentation, to get their business card and possibly sell him on using your services.

Then, the Personal Family Lawyer has the opportunity to expand and include the USP –

*I provide Affordable Access to a Personal Lawyer For Your  
Lifetime Who Will Be There For Your  
Family When You Can't Be.*

Then, if a prospect is intrigued by that, it opens the door for the Personal Family Lawyer to go into depth about the features and benefits on the index cards, such as no hourly billing, a whole team in place, 3 year reviews, the membership program, etc.

So you want to make sure that when someone ask you what you do, you reply in such a way, with your USP or part of your USP, that gets him to ask, “How do you do that?” or say “Tell me more about that.”

Now, I hope I’ve convinced you of the importance of developing a USP. You must do it. Again, it’s a cornerstone of all of the marketing techniques that follow.

Now, you might be thinking, “This is a lot of work.” And you’re correct, it is a lot of work but it is work you only have to do once.

Remember that the difference between successful and unsuccessful people is that successful people do all of the things that the unsuccessful people don’t like to do. Successful people don’t like to do them either, but they do them anyway. And that’s what makes them successful.

How about you? Are you willing to do what it takes to make your dreams come true? I hope the answer is “yes.” And I believe in my heart that it is, or you wouldn’t have invested in this program.

**GO FOR IT!**