



Distinguish Your Business from the Competition

- A USP is the single, clear differentiator that makes your business stand out from competitors.
- Companies that try to be “everything to everyone” end up being known for nothing.
- Specialising in one core strength builds recognition and makes you the obvious choice for that specific service.
- Smaller businesses gain more traction by standing for *one thing* strongly rather than offering every service.

A graphic with a yellow-to-purple gradient background. It features a large, dark purple diamond shape on the right side. In the center, the words 'UNIQUE SELLING' and 'PROPOSITION' are written in a bold, maroon, sans-serif font, each on a separate white rectangular background. To the left of the text, there are three green stars of varying sizes, each with several red motion lines trailing behind them, suggesting a sense of movement or excitement.

**UNIQUE SELLING
PROPOSITION**