

Cheatsheet

KEYS TO DEFINING YOUR UNIQUE SELLING PROPOSITION

What is a Unique Selling Proposition? It is the factor or consideration presented by a seller as the reason that one product or service is different from and better than that of the competition. How does that translate? It's the reason why someone chooses to come to you for their photography needs versus someone down the street.

Why should you come to me versus someone else? What makes your business/ photography different from what else is available for your customer?

It's not about being the best photographer, be the best at your niche in a way that isn't being done by everyone else.

Use your personality - infusing it into your brand and USP will help set your studio apart from competition

Focus on what your ideal customer wants and needs, and tailor your message to them.

Focus on a niche versus doing everything. It's much easier to find your USP if you have a more specific focus for your photography. For example, my USP is focused on my two specialities, which are pets and babies. My USP is that I'm an intimate photographer for babies with and without fur. In that quick sentence, I'm able to tell people what I do, who I do it for, and you either get it or don't. Guess what? If you don't get it, you probably aren't my client either!

Be clear and concise in your USP and relay it frequently to your ideal client. Don't get too unique with it - make sure there is a demand for it first