



Membership Profits

- *CHECKLISTS* -

#3 The Membership USP Checklist



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Checklist #3

The Membership USP Checklist

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Your market is crowded. Because anyone can start an online business, you have quite a bit of competition out there. Your prospects have A LOT of options. So when new prospects land on your sales page, they're going to be wondering why they should join your membership site, rather than doing business with your competitor.

Your prospects aren't going to spend a whole lot of time coming up with that answer. You can't make them guess why your site is better than and different from the competitors' offers. Instead, tell them directly by formulating and showcasing an USP (unique sales proposition).

Let's walk through the steps of defining your USP...

Brainstorming Your USP

To kick off your brainstorming session, ask yourself the following questions. Take note that you'll need to be doing research on your competitors in order to determine how you differ from them:

How is your delivery format different than your competitors' formats? Example: Maybe you're the first in the niche to create a membership site, or the first to create a fixed-term site.

How is your pricing model different than the competitors? Lower? Higher? Are you positioning yourself on affordability? High quality? Value?

How is your guarantee different than the competitor's? For example, do you offer a "double your money back" guarantee?

How is your customer service different from your competitors' service? For example, do you offer 24/7 support? Phone support? Or maybe you just promise friendlier service in a niche that's not known to be friendly. (Remember United's "Fly the Friendly Skies" slogan?)



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Do you have any special qualifications to teach this material? For example:

- You can prove your expertise with your own results. E.G., You have a novel-writing site, and you can show that your novel hit the New York Times bestseller list.
- You have demonstrated your expertise with others. E.G., you have proof that your clients' novels have landed on bestseller lists.
- You have a degree or other credentials in the field. E.G., you have a business degree, and you're showing others how to start a business.
- You have work experience in the field. E.G., you're a dog trainer running a dog-training site.
- You've won awards in the niche. E.G., You're a writer who has won an award for your novel.
- You have any other qualifications that increase your credibility in the niche. E.G., A well-known person in the niche has highly praised your work.

Are you the first in the niche to offer this information? For example, maybe you've invented a special diet, which you share in a weight-loss membership site.

Do you teach/share the content in a unique way? For example, maybe you're the only one in your niche to offer weekly group coaching sessions.

Do you offer unusual or extra perks/bonuses? For example, maybe you offer ongoing training videos as the main offer, but members also get access to live monthly webinars.



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General brainstorm: what else sets you apart or makes you different from your competitors? Spend a good 15 or so minutes brainstorming absolutely everything you can that sets you apart. Don't censor your answers—just write down everything that comes to mind.

Choosing the USP

So at this point you have a nice list of possible USPs. Now let's narrow this list and choose one.

Ask yourself these two questions:

- What do your customers and prospects value the most? Point is, your USP must focus on a benefit or feature that your market really wants. Generally, this will be the main deciding factor of which USP to choose from your list.
- What sets you apart from your competitors the most? That is, what USP will help you position yourself in the market in the most beneficial way?

These two questions will help you select the best USP, although as mentioned the first point is the one that is likely to be the main deciding factor.

And finally...

Conveying the USP

Your USP can't be a nuanced, paragraph-long statement. It needs to be short – just a handful of words—and it needs to convey the full impact of your message.

How short? Look at these actual examples of USPs:

- Folgers: Mountain grown coffee.



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- FedEx: When it absolutely, positively has to get there overnight.
- Domino's Pizza delivery: 30 minutes or it's free.
- United Airlines: Fly the friendly skies.
- Burger King: Have it your way.
- M&Ms candy: melts in your mouth, not in your hand.

Point is, your final step is to take your USP and boil it down into one succinct statement.

Let's wrap things up...

Conclusion

One final tip: be sure your staff and freelancers are trained on this USP, so they too can convey it in their work and contact with your market. For example, if your USP is built around your customer service, then your customer service staff must be sure to convey this USP in all their contacts with prospects and customers.

Now that you have your USP, use it! Use it on your sale page, on your blog, in your emails, on social media, and everywhere else that you communicate with prospects and customers.



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