The USP Myth:
Why USPs Are An
Antiquated Concept

By Jason Fladlien

Intro

USP stands for unique selling proposition. It was coined by Rosser Reeves in the 1940's. It's dated and not as applicable as it once was.

The purpose of a USP was to develop a UNIQUE offer to your target market that was either not being offered by your competitors - or was not being offered as well as **you** could offer it.

The most famous example of a USP is Dominos pizza. When Tom Monaghan started Dominos, he was losing money and on the verge of bankruptcy. That's when he create perhaps the most FAMOUS USP of all time - "Fresh, hot pizza delivered in 30 minutes or less guaranteed!"

And on the strength of that single USP he turned a failing enterprise into a billion dollar empire!

Pretty powerful stuff, huh? But guess what - does dominos use that USP today? The answer: No!

And here's why - the competition knocked it off to the point that it was not unique anymore. The good news - it took many years for this to happen, and in the meantime Tom Monaghan became one of the richest men in the world. So not a bad trade-off. But that was then - and this is now.

One more example - FedEx is another company that had a very famous USP. Theirs was this: "When it absolutely, positively MUST be there overnight". And on the strength of that message, they created a delivery business dynasty.

Do they use that USP today? Nope. In fact, they only used it for 5 years. What happened? Competition and the changing needs of the marketplace.

That was then, this is now.

The Hyper-activity Of The Internet

If you're like most people reading this, you want to use the internet to sell information problem. Info products are a dream to sell. They cost practically nothing to create, no inventory to handle and you can get extremely high profit margins on them.

But of course they are not perfect - the problem is it is very easy for your competition to knock them off!

The second problem - thanks to the internet, there is more competition than ever. So even if by some stroke of luck you discover a USP that is completely unique and is in high demand - instead of being able to ride on its coat-tails for 5 years... you'll be lucky to do it for five months - at MOST.

And just think if you spent all this time building up your USP to solidify your spot in the market place - well that's time you'll never get back after your USP loses its uniqueness and/or demand.

Ouch!

Speaking of demand - you do realize that the marketplace demand in almost any niche changes quicker than ever these days? Here's why: instant gratification mixed with breakneck technological advances.

There are certain "over night" breakthrough that can completely change industries or even make them extinct.

Netflix ate up a HUGE PORTION of blockbuster's market share because it completely changed the DELIVERY of product to the market.

But guess what? Netflix might be extinct soon if they don't innovate. Why? I can go to iTunes and get my movies in seconds - because of broadband technology and "one click purchase" technology. Oh boy!

Consumers have gotten spoiled by this, too. They EXPECT the best solution at the best price with the best service. And they are quick to search for new alternatives since there always seem to be "better ones" cropping up.

So What's The Solution?

Let's get down to the brass tacks: as information marketers, we shouldn't rely on this USP concept, because of the flaws I've exposed. Instead, what we must do it develop "entry level" relationship styled products that make US the "go to" provider for future, related information.

For example, to some of my clients I'm known as the guy to go-to for copywriting products. For others, I'm the "productivity wizard".

Others still, I'm the continuity guy. And for my best clients (I call them champions) I'm their advocate. I've gain their trust enough that when they need an internet marketing related solution - they go to me first and see if I can provide it before they go anywhere else.

That's a true competitive advantage that can't be knocked off by another business or a catchier slogan. But it comes at a cost - it takes a lot of constant innovation and high quality content to create such relationships.

The real trick to creating such relationships at break neck speed is to offer a lot of "one problem, one solution" products to the market place at unbelievably low prices of just $17 to $37.

In this case, you don't really have much of a USP - you just have a similar product at a lower price that is more of a "curiosity grabber" than anything.

Defying "Conventional Wisdom"

YES this flies in the face of what all the gurus will tell you - that you should never compete on price, and that you should not create products that can be easily knocked off. But in practice, my way is much easier, better and effective than most.

True, people like Frank Kern and Armand Morin don't follow this - but those guys ooze so much salesmanship and marketing genius that they can play by the "ideal situation" than by the real world restraints that apply to the rest of us mere mortals.

And that's not to say we create "me, too" products. Our front end products will be structure liked this.

1. One problem, one solution - we go very narrow, thus getting attention more easily

2. The solution MUST be step by step, and it must be short and straight the point to make it very easy to act upon

3. Our front end products must deliver on our promises. That way when we make future offers to our clients, they will feel much more comfortable taking us up on them - because of their previously successful associations with us

If you want to make a "higher ticket" item to start off a relationship with a new client, then you should seriously considering doing a $1 trial offer - just like we have arranged for you below.

It's our way to "get to know each other" so you can see we practice what we preach and that I OVER deliver on my promises...

I do this in the hopes that it will create a positive relationship with you in the future, so you will consider other training programs I put out. I do this because I KNOW it's much more powerful than any marketing message I could create, or any fancy Unique Selling Proposition.

And you should do the same for your clients!

Products By Jason Fladlien

How To Write Near World Class Sales Letters In Less Than 3 Hours!

http://3hourad.com

How To Create 60.4% Coverting Squeeze Pages In 4 Minutes Or Less

Click Here...

Internet Marketing Profit Equation - Traffic & Conversion Training

Click Here...

How To Create An Info Product In Under 48 Hours

http://48hourreport.com/48hour

How To Write A 400 Word Article In 7 Minutes Or Less

Click Here...

Get 6 Squeeze Pages, A Sales Letter & 12 Products Created For YOU

http://48hourreport.com/nichecopywriter/

How to Invade ANY Niche In One Day

http://goldmembercoaching.com/5minuteniche/

Why the 80/20 Rule Sucks - & How To Triple Your Productivity!

http://goldmembercoaching.com/timemanagement

How To Get $6.34 Per Click To Your Website With
This Simple 4 Step Process
http://www.valuemultiply.com/

How I Put Together A Product Launch in 90 Minutes
That Pulled in $10,520! It Only Took 4 Step!
http://goldmembercoaching.com/poorman/

Amazing "PLR Repurposing" Secret Creates
100% Unique Products In Under 19 Minutes...
http://goldmembercoaching.com/plrsecrets/

Personal Development for People Who Hate Wishy Washy Self Help Gurus
http://goldmembercoaching.com/wishywashy/

How to Become An Expert At Almost Any Skill in 27 Days or Less...
Click Here

How To Become a $40 An Hour Ghostwriter In Less Than 7 Days
http://goldmembercoaching.com/ghostwritingsystem/

The Gary Halbert SWIPE FILE
http://halbertswipefile.com

16 Web 2.0 Website Templates For Your Sales Pages
& 7 "Fill In the Blanks" Sales Letters
http://goldmembercoaching.com/templatefactory/

Wanted 48 Savvy Individuals to Participate in Covert "Mind Experiments"

 http://goldmembercoaching.com/mindstatechange/