

WORKSHEET

PERSONAL BRANDING



CREATING YOUR USP

IDENTIFYING YOUR UNIQUE SELLING PROPOSITION (USP) WORKSHEET

Instructions: To identify your USP, answer the following questions and use your responses to craft a statement that communicates what sets you apart in your field.

1. What do you do differently than others in your field?
2. What unique skills or qualities do you bring to the table?
3. What problems or pain points do you solve for your clients or customers?
4. What is your unique perspective or approach to your work?
5. What values or principles guide your work?

USP Statement:

Once you've completed the worksheet, use your responses to craft a USP statement that communicates what sets you apart in your field. Your USP statement should be concise and memorable, and it should focus on the benefits that you offer to your clients or customers.

For example: "As a [profession], I specialize in [unique skill or experience] and offer [benefit to clients or customers] through my unique perspective and commitment to [values or principles that guide your work]."

Good luck in identifying your USP and using it to create a compelling personal brand!



Now, LET'S DIVE INTO YOUR USP

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2. What unique skills or qualities do you bring to the table?

3. What problems or pain points do you solve for your clients or customers?

4. What is your unique perspective or approach to your work?

5. What values or principles guide your work?



Given the USP Example Statement.

For example: "As a [profession], I specialize in [unique skill or experience] and offer [benefit to clients or customers] through my unique perspective and commitment to [values or principles that guide your work]."

Create Yours Below:

A large, empty rectangular area with a light beige background, intended for writing a personal USP statement.



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