



## Template for a Business Story on a Unique Selling Proposition (USP)

A USP refers to the unique qualities or characteristics of a service, product or brand. It is the distinctive feature or benefit that makes such a service, product or brand stand out.

The business story on the specific USP should entail a text with a narrative flow, highlighting a central service, product or brand that is facing and overcoming a challenge.

### Why write a story on a USP?

To **raise awareness for the deeper differentiation** in similar products/services; to show **why the specific USP is important in the purchasing decision**.

The story should aim to answer the question:

What is the challenge that your service, product, or brand helps customers to overcome?

### Story structure:

**The challenge:** An anecdote (one the reader can relate to), describing how customers face a challenge they do not know how to solve

- What happens if customers use a service which does not have the specific USP?

**Background/Setting:** Deeper information about the challenge and what makes it so difficult to solve

- If required, technical explanations (also understandable by a non-specialist reader)
- Historical context if needed

**Broader context:** Does this challenge also arise in other sectors/situations?

**Options:** Possible solutions or workarounds – what are their benefits or drawbacks?

- This should be informative and authoritative and offer genuine advice on a strategic level. However, it should lead effectively into the next point (see below).

**Your USP solution:** Why does this USP have advantages over the alternatives?

- This should not be an upfront sales message, but should focus on the USP itself – e.g. highlighting how the USP is unique, specific, benefit-oriented, and relevant to the customers and their needs. This section can easily link to more technical material (e.g. a white paper on your company website) which goes into more detail on the USP and shows how important it is.

**Happy ending:** Finish the anecdote showing how customers mastered the challenge, including figures, statistics, etc. Here, your company can be mentioned, but should not be the focus of the message.

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