



## USP - Unique Selling Proposition Card

Use this worksheet to create your personal USP calling card.

Front Side of your card:

Who you are and what you have to offer:

- Picture:
- Contact info:
- My gifts and talents:
- My vision:

Back Side of your card: Do you know this woman?

- Description:
- Pain:
- Positive Qualities

USP:

You know how, \_\_\_\_\_ (pain) \_\_\_\_\_

Well what I do is, \_\_\_\_\_ (my solution) \_\_\_\_\_

And what that means to my client/customer is, \_\_\_\_\_ (benefit) \_\_\_\_\_