

## Quick Tip:

# The 3 Components of a Good USP

At this year's bootcamp, Bob Bly explained that a unique selling proposition (USP) must have the following three components to be effective:

1. It has to have a direct or implied benefit. It must say "buy this product and you will get this particular benefit."
2. It has to be an important benefit – important enough to "move the masses" (or at least move your prospect).
3. The benefit must be one that the competition either cannot or does not offer.

If your USP has all three of these components, there's a strong chance your direct-mail package will be a success.

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## 2 Responses to "Quick Tip: The 3 Components of a Good USP"

I am so excited about the "Peanut Diet" that I almost applied for buying the book

*Sara Millard Dieffembach* – over a year ago

I've always wanted to be a writer, and taking this course is teaching me a much better way to accomplish the dream. The teachers are on the ball with their methods and the system used to get the lessons across makes everything so easy and enjoyable. I look forward to taking the course on travel writing also.

*Jim R* – over a year ago

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