

SOLUTION 2

REFOCUS YOUR CONTENT ON YOUR CUSTOMERS.

The first step in refocusing your content on your customers is fixing your unique selling proposition (USP). What's a USP? Put simply, it's your company's answer to the question, "Why should customers buy from us instead of our competitors?" To put it bluntly, most companies have a miserable, self-centered USP that doesn't even answer the question.

Some variant of "we provide great services" or "our product is awesome" is used by hundreds of companies that waste their precious USP by tooting their own horn without a shred of evidence. Customers are way too smart to blindly take a company's word that their product is great (and it's also easy for them to fact-check such claims).

To rewrite a successful USP, put yourself into your customers' shoes and think about what would make them feel not only secure, but connected and drawn to your company by only a few simple words. Some tips for writing a great USP include keeping it short (10 words or less), ensuring it's verifiable and of course, being certain it answers the question of why a customer should buy from you instead of someone else.

