

9-step process to create or refine a winning USP

1. Describe your *in detail* ideal client, your avatar. This is your most important group.
2. Describe all of your target clients. There may be more than one group, i.e. recent mommies, post-menopausal working women, etc.
3. Make a list of all the needs your services and products could meet for your ideal client and for all of your target clients. These are potential selling points.
4. Check your list in #3 against your local competitors. Eliminate selling points that are already being met well by your local competitors. Keep in mind that this is your unique selling proposition. You're going thru this process to find a gap in the market and to explore and uncover your uniqueness.
5. Look for selling points that you and your medical spa are particularly good at and deliver in a unique way. Example of uniqueness: our medical spa had a 'Rejuvenation Bar' where we served 'Puretini's.' Every patient was invited to the bar for complementary Puretini at the bar, with warm conversation delivered by a team member.

6. Get input from your team. What do they consider your aesthetic business does better or different than anyone else?
7. When you come up with a USP or an Overall USP (we used multiple factors at our medical spa to create our overall USP), test it against these questions:
 - Will it be memorable?
 - Does it convey a strong benefit?
 - Can you deliver what it promises?
 - Would any of your competitors be able to claim the same thing, i.e. is it really unique?
8. Once you've developed your USP, use it as a basis for all of your marketing, operational and sales strategies, protocols, and systems.
9. It's important to continue monitoring your USP for relevance, effectiveness and mimicking by competitors. We recommend quarterly review of metrics and competitor monitoring.