



## Unique Selling Proposition

Do you stand out in a herd of competition?

Do you convey a remarkable benefit?

A Unique Selling Proposition sets you apart from the crowd and makes it easy for people choose you instead of competitors.

The two most famous USPs ever created are so powerful on their own, there's no need to even mention the companies:

- 1. Fresh, hot pizza delivered in 30 minutes or less, guaranteed—or it's free**
- 2. When it absolutely, positively has to be there over night**

Both disrupted established markets with a bold promise.

And consider this... Pizza Hut was founded two years ahead of Domino's. UPS was founded in 1907, long before the founder of FedEx was even born.

When I bought my little pizzeria I knew we had a winning product, but pizza was perceived as a commodity.

I changed that and grew sales from \$12,000 a month to \$1490,000 a month in just three years.

Here's the USP I developed for my pizzeria:

“**The best pizza you've ever had or your money back – every penny!**”

I then integrated “Core Stories” into my marketing to build on the USP and educate my audience about the unbeatable quality and taste. Our catchy three-word slogan sealed the deal.



While competitors tout empty slogans...



You'll stand out with customer-focused benefits...

## Core Stories

These build on your USP—to convey your "Remarkable Benefit."

### Dough

Why is our Dough so Crispy, & Chewy?

Well, a lot of fast-food pizza places claim "dough made fresh daily".

So what.

Great tasting dough requires time to develop a "complex" taste. Like beer or even good wine - time is needed so the yeast can ferment and impart "character" to the dough.

It's a symphony of delicate interaction between yeast and sugar that makes a great tasting crust.

And let's not forget about the flour. You can get cheap flour all day long. But it will never make a great crust.

Here's why. A very high protein content is absolutely required to bake a great crust. Inferior flour doesn't have the gluten needed to support the gas that causes the crust to rise during baking. Poor cell structure results in limp, (often soggy) pizza crust.

We use High gluten "Spring Harvest" flour.

And we age our dough (called proofing) so it can develop the wonderful complex flavor that makes it taste so fantastic.

### Sauce

Why is our Marinara Sauce so Good?

Well, for starter's - we put over 5 pounds of seasonings in each batch.

But, we don't just throw them in and "stir".

We slow simmer the onions, garlic and olive oil.

Then we "fold" the seasonings in which "blooms" the flavor throughout the sauce.

Plus, our sauce is blended from several different textures of tomatoes, and sauces.

This gives it an amazing taste and hearty texture you just won't find with ordinary "runny" pizza sauce.

Yes, it's more work than just opening a can of tomato sauce and adding sugar like others do- but, great flavor doesn't come straight out of a can.

**Cheese:** Instead of "skim" milk, water, and artificial fillers found in mass-produced fast-food pizza-cheese... we use a premium, rich whole-milk mozzarella... specially made for us from centuries-old techniques. It is the richest, most flavorful cheese you will ever taste on a pizza.

Remarkable benefit, core stories and the tagline that wrapped it up...

# *It's So Good!*



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