



Discover Your Unique

Stand out from the crowd.

USP is your Unique Selling Point.

Also called your unique selling proposition, it is what sets you and your business apart from your competition.

It can be an actual fact or a perceived difference or specialty. (source:About.com)

What's Your USP as a Writer?

- Do you know what your USP is as a writer?
- Do you know why people should choose to read your [books] when zillions of other stories flood the [market] on the same topic you are weaving [into] your stories?

How Your USP is Developed

- A writer evolves gradually with years of writing, dedication, and passion.
- Every writer needs Unique Selling Points (USPs) that set them apart from the competition.
- The USP must have uniqueness and a selling point.
- After years of writing, your style, voice, and persona develop.
- And that creates a special place in the heart of your readers. It's about your unique thoughts, your unique style in storytelling and your intuition to identify what your target audience wants to read.

If you are yet to develop your USP statement, you can follow the following steps:

- **Step 1:** Analyze your previous work
- **Step 2:** See the responses or feedback from your fellow writers, clients, readers, etc.
- **Step 3:** Match my expertise with the need of the target audience
- **Step 4:** Build specific skills if required