Digital Marketing Superpowers

Digital Marketing Liverpool : web-aviso

Unlock the power of emotional storytelling and persuasive copywriting to create high-converting marketing messages. Discover web-aviso's secret sauce for building trust, connection, and action - across email, social, and web.

Imagine trying to be heard in a bustling marketplace where everyone's shouting at once. That's often what the internet feels like, with persuasion taking many forms wherever you search. Every single day, we swim through a digital deluge of words and media. To digital marketers the real challenge isn't how to speak, but how to ensure your brand message isn't just scanned over as another piece of media, but a powerful ripple that can create a wave. That's where web-aviso steps in - we are your clarity in the digital noise.

The secret, really, lies in understanding and mastering the profound, magical, impact of words and using them strategically in your content marketing. Your choice of words - Or even the words you *don't* use – can fundamentally shape your business identity and defines your professional presence all of which needs to forge that vital connection with your target audience.

Words have a unique power: they can inspire and influence - but also alienate. Recognising this impact is the very first, crucial step toward crafting content that resonates and cuts through all that overwhelming digital noise. So here's our guide – no fluff. It's down to you how you act on it.

1 Clear, Human Copy Converts.

Modern marketing is absolutely saturated with noise. The only way to genuinely cut through it is with crystal-clear, emotionally intelligent messaging. Don't confuse being "clever" with being truly effective. Every single message you put out—whether it's an ad headline, an email subject line, or a call to action on your landing page—must do two fundamental things: make your audience feel something and compel them to do something.

Forget overly complicated language or industry jargon that only insiders understand. Your goal is to connect deeply and quickly. This means getting straight to the point, addressing your audience's core needs or desires, and doing so in a way that feels natural, like a chat with a trusted friend. Remember, if your message isn't understood, it simply can't convert. With AI-driven content optimisation and natural language processing (NLP), web-aviso helps ensure your conversion rates soar by making your message universally clear and impactful. We focus on audience engagement strategies and persuasive copywriting to truly resonate.

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1 Clear, Human Copy Converts.

Modern marketing is noise. The only way to cut through is with crystal-clear, emotionally intelligent messaging.

Don't confuse clever with effective. Every message — your ad, your email subject line, your landing page — must do one thing: make your audience feel something and do something.

❌ Don't overcomplicate.

✅ Do connect - deeply and quickly.

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2 Emotion:
The Secret Sauce Behind Every Conversion

Here's a little secret about us humans: we're not purely logical beings – we're overwhelmingly emotional. As the renowned neuroscientist Donald Calne so eloquently put it: "Emotion leads to action. Reason leads to conclusions." Your marketing efforts, therefore, should absolutely tap into this fundamental truth. Emotional triggers are the powerful levers that stir desire, effortlessly eliminate doubt, and ultimately, invite that crucial action.

Think for a moment about those often-unseen, subconscious drivers that truly influence our decisions. With AI emotional intelligence and predictive analytics for consumer behaviour, we can help you understand and leverage these:

- Urgency: Crafting that vital sense of immediate need or limited availability ("Only a few left!", "Offer ends tonight – don't miss out!").

- Curiosity: Expertly piquing interest to make them desperately want to discover more ("What are the 3 common mistakes costing UK businesses sales?").

- Belonging: Tapping into that innate desire for community or acceptance ("Join our exclusive community of innovators and thought leaders").

- Fear of Missing Out (FOMO): Highlighting the potential negative consequences of not taking action or missing a fantastic benefit ("Don't get left behind by your competitors – upgrade today!").

- Hope for Transformation: Painting a truly vivid picture of a brighter, better future that your product or service can genuinely provide ("Imagine life with endless energy and crystal-clear focus").

By intentionally weaving these powerful emotional threads into your copy, you create a powerful magnetic pull that rational arguments alone simply can't achieve. Web Aviso helps you pinpoint and deploy these with precision, enhancing your persuasive copywriting for maximum impact.

2️⃣ Emotion: The Secret Sauce Behind Every Conversion

Humans are not logical beings - they're emotional.

"Emotion leads to action. Reason leads to conclusions." (Neuroscientist D. Calne)

Use emotional triggers to stir desire, eliminate doubt, and invite action. Think:

🔥 Urgency

💡 Curiosity

🎯 Belonging

💔 Fear of missing out (FOMO)

✨ Hope for transformation

🔢3 Emotional Journey Mapping: Your Copy's GPS

To make your content feel genuinely personal—like it was written just for your individual customers—you need to create a customer emotional journey map. This isn't just about sales funnels; it's about understanding the emotional landscape your potential customer navigates as they move from awareness to purchase and beyond.

Here's how to build one effectively:

- Define the activity: Pinpoint the specific action or process they're undertaking (e.g., "researching solutions for productivity," "deciding on a new CRM," "post-purchase onboarding").

- Create mindset-based personas: Go beyond demographics. What are their core beliefs, aspirations, fears, and frustrations at each stage? Give these personas names and backstories.

- Set objectives for each stage: What do *you* want them to do or feel at this point? What information do they need?

- Map actions, objections, and emotions: For each stage, detail what your customer is *doing*, what *concerns* they might have, and what *emotions* they're experiencing (e.g., "frustration with current tool," "excitement about a potential solution," "anxiety about making the wrong choice").

- Tailor messaging to that exact emotional state: This is where the magic happens. Your copy should acknowledge their current emotional reality and gently guide them towards a more positive state.

💡 Pro tip: Write copy that reflects their current state ("Are you tired of...") and clearly projects their desired future ("Imagine a world where..."). This creates an instant connection and paints a picture of transformation.

3 Emotional Journey Mapping: Your Copy's GPS

Create a customer emotional journey map to guide your marketing. This is how you make your content feel personal—like it was written just for them.

How to build one:

- 🧭 Define the activity (e.g. product search)

- 👤 Create mindset-based personas

- 🎯 Set objectives for each stage

- 📊 Map actions, objections, and emotions

- ✍️ Tailor messaging to that exact emotional state

💡 Pro tip: Write copy that reflects their current state and projects their desired future.

🔢 Your Brand = Their Hero's Guide

In great storytelling, the customer is always the hero. Your brand, product, or service isn't the star of the show; you're the mentor, the bridge, the trusted guide who helps them overcome their challenges and achieve their goals. Structure every landing page, ad, or email sequence around the classic Hero's Journey framework:

- The Unlikely Hero (Your Customer): Introduce them and their current situation, highlighting their aspirations or pain points.

- Their Challenge or Pain: Clearly articulate the specific problem or desire they are facing. Make them feel understood.

- You (The Advisor): Position your brand as the expert, the one with the solution, the guide they've been looking for.

- The Plan (Your Offer): Present your product or service as the clear, step-by-step path to resolution.

- Call to Action: Empower them to take the next step. Make it clear and compelling.

- Avoid the Pitfalls: Briefly address potential objections or fears they might have about taking action.

- Show the Victory: Paint a vivid picture of the successful outcome, the transformation they'll experience.

By framing your marketing this way, you create a narrative that resonates deeply, making your customer the central figure in their own success story, with your brand as their essential ally. Keep your copy punchy, human, and emotionally resonant, focusing on their journey, not just your features.

🔢 Your Brand = Their Hero's Guide

Your customer is the hero. You're the mentor, the bridge, the guide.
Structure every landing page, ad, social media post, etc around the Hero's Journey:

Unlikely Hero (your customer)

Their Challenge or Pain

You (The Advisor)

The Plan (your offer)

Call to Action

Avoid the Pitfalls

Show the Victory

Keep your copy punchy, human, and emotionally resonant.

5️⃣ Craft Headlines That Grab Like a Hook

Your headline is often your ONE shot to capture attention in a scroll-heavy world. It's the gatekeeper to your content. A weak headline means your incredible body copy might never be read.

Master these types of high-converting headlines:

- Explain what you do/offer directly: Clearly state the core benefit or function. Examples: "Energy Bars Infused With Coffee Power," "AI-Powered Writing Assistant for Faster Content."

- Handle Objection + Show Value: Acknowledge a common pain point or doubt and immediately counter it with your solution's benefit. Examples: "Not a Designer? Launch A Beautiful Site Anyway," "Too Busy for Marketing? Automate Your Lead Gen."

- Own your niche/Target a specific audience: Speak directly to a highly defined group, making them feel seen and understood. Examples: "The Referral Tool for Smart Newsletter Creators," "SEO Strategies for Local Businesses."

💥 Your ultimate goal with a headline? Make someone scroll because they can't not know more. It creates an irresistible curiosity gap or directly addresses a burning need.

5️⃣ Craft Headlines That Grab Like a Hook

Your headline is your ONE shot.

Types of high-converting headlines:

✅ Explain what you do: "Energy Bars Infused With Coffee Power"

🔁 Handle Objection + Show Value: "Not a Designer? Launch A Beautiful Site Anyway"

🎯 Own your niche: "The Referral Tool for Smart Newsletter Creators"

💥 Your goal? Make someone scroll because they can't not know more.

6️⃣ Social Proof = Conversion Jet Fuel

In an era of skepticism, people don't blindly trust businesses. They trust other people. This makes social proof incredibly powerful. It's the independent validation your brand needs to build credibility and accelerate conversions.

Add credibility through various forms:

- User reviews (with numbers!): Specificity boosts believability. "Over 500 five-star reviews!", "John D. saw a 20% increase in sales."

- Mentions in media outlets: "As seen on Forbes," "Featured in The Guardian." This lends authority by association.

- Data & stats: Quantifiable evidence of success. "X clients, Y success stories," "Reduced churn by 30%."

- Photos of real customers using your product: Visual proof is often more compelling than text. If possible, include diverse customers.

- Expert endorsements: Testimonials from respected figures in your industry.

- Case studies: Detailed narratives of how specific clients achieved success using your product or service.

Every piece of authentic social proof is another reason for a hesitant prospect to say "yes." It significantly lowers perceived risk and builds trust.

6️⃣ Social Proof = Conversion Jet Fuel

People don't trust businesses. They trust people.

Add credibility through:

⭐ User reviews (with numbers!)

📰 Mentions in media outlets

📊 Data & stats ("X clients, Y success stories")

📸 Photos of real customers using your product

Every piece of proof is another reason to say "yes."

🔢 CTA Buttons that Work!

Your Call to Action (CTA) is the moment of truth. The goal isn't just to have a button; it's to make clicking it utterly irresistible. A strong CTA bridges the emotional desire you've built with the logical next step.

Make your CTAs powerful and persuasive:

✔️ Use strong verbs: Direct and action orientated.

Examples: "Start Free," "Watch Demo," "See My Score," "Get Instant Access."

✔️ Handle objections: Proactively address common hesitations.

Examples: "No Credit Card Needed," "Cancel Anytime."

✔️ Highlight benefits: What will they *gain* by clicking?

Examples: "Write Emails That Convert," "Boost Your Productivity Now."

✔️ Match emotion: Align the CTA language with the emotional state you've evoked.

Examples: "Help Me Sleep Better Tonight," "Unlock My Potential."

✔️ Personalise (where possible): Use "My" or "Your" to make it about them. "Get My Free Guide," "Claim Your Spot."

Crucially, put CTA buttons in multiple logical spots on your page or within your content. Don't make your audience hunt for it or scroll all the way down, potentially losing interest. Guide them clearly to the next step when their engagement is highest.

7 CTA Buttons that Work!

The goal: Make clicking irresistible.

✔️ Use verbs: "Start Free", "Watch Demo", "See My Score"

✔️ Handle objections: "No Credit Card Needed"

✔️ Highlight benefits: "Write Emails That Convert"

✔️ Match emotion: "Help Me Sleep Better Tonight"

Put CTA buttons in multiple spots. Don't wait for them to scroll all the way down.

8 Easy to Skim + Bite Size Copy

🧠 The reality is: most people don't *read* online—they scan. Your copy needs to be designed for quick comprehension and easy digestion. This maximizes the chances that your core message is absorbed, even by busy readers.

Use visual cues and formatting to enhance readability:

- 🟢 Short paragraphs: Break up dense blocks of text into digestible chunks of 2-4 sentences.

- ✅ Bullet points: Perfect for lists of benefits, features, or steps. They are easy to scan and highlight key information.

- 🔤 Bold keywords: Draw the reader's eye to the most important terms and concepts, guiding them through your message.

- 🔗 Link early and naturally: If you have external resources or deeper dives, link them where relevant, but don't force it.

- Subheadings: Break up your content into logical sections, making it easy for readers to jump to what interests them most.

- White space: Don't cram too much text onto the page. Allow for breathing room around your content.

And remember to cut the fluff. Every word should earn its place. If a word or phrase doesn't add clarity, emotion, or purpose, remove it.

🔢 Easy to Skim + Snackable Copy

🧠 Most people don't read—they scan.

Use:

🟢 Short paragraphs

✅ Bullet points

🔤 Bold keywords

🔗 Link early and naturally

And cut the fluff. Every word should earn its place.

🗨 Let Your Personality Shine

💬 Write how you talk. Authenticity is a powerful trust-builder. People connect with people, not faceless corporate entities.

Your brand has a unique voice—let it shine through your copy.

- Ditch the jargon: Unless your audience consists exclusively of industry experts, avoid technical terms that alienate.

- Be conversational: Imagine you're speaking directly to your ideal customer over a coffee.

- Show, don't just tell: Instead of saying "Our product is innovative," describe *how* it innovates and the *impact* that innovation has.

- Tell stories: Anecdotes, even brief ones, humanize your brand and make your message memorable.

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You're not just selling a product or service. You're selling a belief, a hope, a change. This requires a genuine, relatable voice that builds connection and fosters long-term loyalty.

🔟 Your Landing Page Is Your Movie Trailer

Think of your entire website, especially your landing pages, as a visual, story-driven journey. Just like a compelling movie trailer, your page should build anticipation, highlight key benefits, and compel the viewer to want the full experience.

- 📸 Use vibrant, emotional visuals: Images and videos speak louder than words. They should evoke the desired future state or solve the pain points you're addressing.

- 📈 Highlight transformation: Focus on the "after" picture—how life will be better for your customer once they engage with your offer.

- 🧭 Guide them step-by-step to take action: Use clear navigation, logical flow, and well-placed CTAs to move them effortlessly towards conversion.

- 🎉 End with the victory they're chasing: Reinforce the positive outcome and the value they'll receive.

- Optimize for mobile: A significant portion of your audience will interact with your content on a smartphone. Ensure your design and copy are responsive and easy to consume on smaller screens.

And always, always test! Headlines, images, CTAs, even the smallest word changes can lead to big results. A/B test variations to continually optimize your pages for maximum impact.

Your Landing Page Is Your Movie Trailer

Your entire site should feel like a visual, story-driven journey.

📸 Use vibrant, emotional visuals.

📈 Highlight transformation.

🧭 Guide them step-by-step to take action.

🎉 End with the victory they're chasing.

And always test! Headlines, images, CTAs. Small tweaks = big results.

🧠 TL;DR

Element	Goal	Pro Tip
Emotional Triggers	Spark desire and action	Use "emotional bookends" (start with feeling, end with feeling)
Hero's Journey	Map a customer-centric narrative	Keep them scrolling with a compelling story structure
Headlines	Hook instantly	Test all 3 headline types (direct, objection-handler, niche)
Social Proof	Build trust and believability	Include customer data, testimonials, and real stories
CTAs	Drive action without friction	Use 4 CTA styles (verb-based, objection-handling, benefit-driven, emotional) across the page
Skimmable Layout	Make reading effortless	Bold keywords, use lists, short blocks, and ample white space
Storytelling	Make your message unforgettable	Keep it personal and emotionally real, focusing on their transformation
Authenticity	Build connection and trust	Write like a human, not a script; let your personality shine
Landing Pages	Serve as a visual, story-driven journey	Optimize for mobile and continually A/B test all elements

⚡ **Want to transform your marketing overnight?**

✅ **Start mapping emotional journeys**

✅ **Stop writing clever copy—write clear copy**

✅ **Build landing pages that read like stories**

✅ **Show up as a guide, not a guru**

✅ **Invite your customers to become heroes**

COPYWRITING

The **Art** Of Using Words To Influence And Persuade

LETTERS • WEBSITES • LANDING PAGES • EMAIL • WHITE PAPERS • VIDEO

AN IN-DEMAND SKILL!

Freedom   Creativity   Challenging   Fun

Desired Action?

Before You Begin

Do Research

Discover Your Prospect

Get Your Client Involved

Develop A USP

Prepare To Write

BLANK → OUTLINE → COLLECT → WRITE → EDIT

TEST → REVIEW

www.seo.com

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FOCUS — ON — ONE — IDEA

"**Headlines!**"

"**Subheadlines!**"

General Styling

Opening/Lead

✓ **Bullets**

★ GRAPHICS

Johnson Boxes

★★★★ PROOF

▶ MEDIA

GUARANTEE

BONUSES/PREMIUMS!

Call To Action ▶

Signature

P.S.

@ CONTACT/SUPPORT

Disclaimers

As long as it needs to be. No more – no less!

80%

20%

tell stories

answer wiifm?

remove resistance

watch your sentence structure

be truthful

be specific

use repetition, repetition, repetition

handle objections

ask questions

+ benefits - not features

FREE!

use metaphors and analogies

use aida

connect with the reader

watch your word choices

make a damaging confession

use simplicity

show, don't tell

write in an active voice

tap emotions

be timely and current

COPYWRITING
HEADLINES

GENERATE HEADLINES
Spend a session doing <u>nothing</u> but writing down headline ideas. **Write, write, write!**
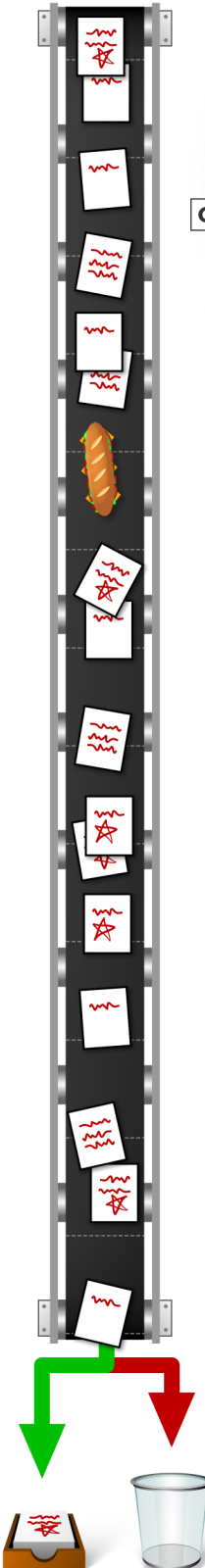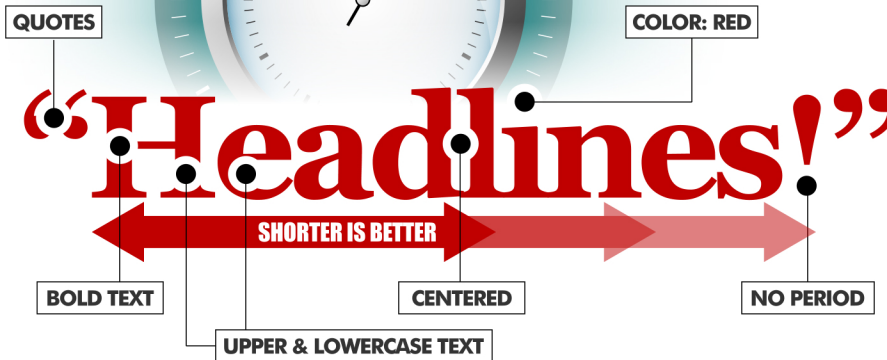
5 Seconds!
You only have 5 seconds to capture the attention of your prospect

POWER WORDS!

- **FREE**
- **New**
- **Easy**
- **How To**
- **Discover**
- **Now**
- **Proven**
- **Why**
- **Announcing**
- **Results** • **Quick**
- **Introducing**

Include these words in your headline

QUOTES

COLOR: RED

"Headlines!"

SHORTER IS BETTER

80% Your headline represents 80% of your copy's success. **Make sure you have the right one.**

BOLD TEXT

CENTERED

NO PERIOD

UPPER & LOWERCASE TEXT

THE KEYS TO A *GREAT* HEADLINE:

+ Focus On A Benefit
If the main benefit is more time - focus on it!

497 Be Specific
Instead of saying 'over 1000', say 1262

Include Your Guarantee
...Try It For 30 Days, And If You Don't Like It - I'll Buy It Back!

Make It Timely
Tie the topic of your headline to a current event

★ Include Your USP
Make sure your headline indicates what makes your offer unique

? Answer Why, How, And What If?
These are objections in your prospect's mind

7 Include A Number
7 Ways To..., How To [X] In 5 Steps!

Add A Time Limit
...In 10 Minutes A Day,...In Only 7 Days

Create An Image Of The End-Result
Imagine being able to...

Identify With Your Target Market
When talking to accountants, mention accountants

Be 100% Truthful
NEVER mislead the prospect with your headline!

{ THE HEADLINE LABORATORY }
Formulas for generating headline ideas

use (amazon)²
- Go to amazon.com and do a search for books related to your topic
- Look for common words/phrases used in the top-selling books
- Incorporate the same words/phrases into your headlines

keep a [swipe] file
- Maintain a swipe file of some of the best headlines you've seen
- Don't copy the headline, but capture the 'essense' of what makes it work
- Keep your swipe file organized based on topic

$ = ask questions
- Engage the reader's mind with a question
- Make sure the question solicits a YES response
- Ask: Dont You Think...? Isn't It Time You...? Are You Tired Of...?

do a google search
- headline formulas
- headline tips
- copywriting headlines
- copywriting ideas

COPYWRITING
SUBHEADLINES

RECYCLE:
A great source for subheadline ideas are your discarded main headline ideas.

SAME BASIC STYLING GUIDELINES AS HEADLINES

DIFFERENT COLOR THAN HEADLINES

"SubHeadlines"

SLIGHTLY SMALLER THAN HEADLINES

use Curiosity

Each subheadline should evoke the curiosity of your reader - motivating them to read on.

When Read Together...

Subheadlines Should...

Tell The Complete Story...

Of Your Copy!

SUBHEADS & THE EYE
● Readers scan your page for subheads that capture their attention
● Subheads make your copy more easily digestible
● Use subheads as often as possible

WRITE SUBHEADS IN AN ACTIVE VOICE
Active: I Was Amazed With What I Read!
Passive: What I Read Amazed Me!

SUBHEADS & MAIN BENEFIT
Your subheadlines should be related to the main benefit of your product or service.
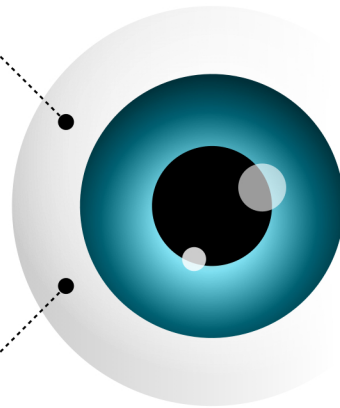
COPYWRITING
GUARANTEES

PUT IT IN A DECORATIVE BORDER

INCLUDE A SEAL GRAPHIC

MONEY BACK 100% GUARANTEE

Make It *BOLD!*

Make It Obvious

Show your reader your **total** confidence in your offer by making your guarantee obvious to them. Trying to hide it - such as in a footnote - destroys your credibility!

Keep It Simple - K.I.S.S.

Make your guarantee easy to read and understand - **loose the legal-ese!**

~~30~~ ~~60~~ ~~90~~ 1 Full Year

The longer the guarantee, the more sales you'll get.

Make It Personal - Use Handwriting

- Write out your guarantee by hand and scan it - or use a 'handwriting' font.
- Include a scan of your signature - back up your guarantee by putting your name on it!
- Use blue 'ink' for the color - it appears less that it was copied on a copying machine.

Guarantee Your __Main__ Benefit

If the main benefit of your product or service is *more energy*, then guarantee __that__!

POWER PHRASES
for your guarantee:

- "Prompt And Courteous Refund"
- "No Questions Asked"
- "You Can't Lose"
- "No Hassles, No Questios Asked, No Hard Feelings Refund"
- "Unconditional, Money-Back Guarantee"
- "Your Money Back, No Questions Asked"
- "I Personally Guarantee"
- "30-Day Free Examination"
- "100% On-The-Spot Full Refund"
- "Absolutely No Risk To You!"

TEST IT

IS IT LEGAL?

The 5 Guarantees

1. Money Back
Your time & money is protected

2. Satisfaction
We'll do whatever it takes to make it right

3. Price Protection
Lock in the lowest price today

4. On-Time
We value your time and schedule

5. No Questions Asked
YOU are in full control!

Ø AVOID:

Multiple Your Money-back Guarantees
These sound to desperate and hype-y. A legitimate product can stand on it's own with a basic money- back guarantee.

Promising Specific Results
It's not only impossible to do, but in some places, it's illegal!

100%

USE VIDEO

Create a **short** video of you sharing your guarantee (read it) with the reader 'face-to-face' - it adds an additional layer of trust and credibility

COPYWRITING
THE POWER OF 3

Our Brains
Understand, Remember, & Feel A Sense Of Completeness
For Things That Come In 3's

WHY IT WORKS

• • •

It Has Rhythm
It can turn a dull-sounding sentence or phrase into one that sings!

It Provides A Beginning, Middle, & End
It's the perfect structure for telling a complete thought or story

It's A Pattern
Our brains give more validity and emphasis to anything it sees in a pattern - 1 or 2 of something could be a fluke, but not 3!

EXAMPLES

• • •

- Ready, Set, Go!
- Past, present, future
- Intro, body, close
- 3 dimensions (X, Y, Z)
- Earth, wind, fire
- Moe, Larry, Curly
- Gold, silver, bronze
- The 3 Little Pigs
- Goldielocks and The 3 Bears
- 3 guys walk into a bar...
- Listen, understand, act
- Life, liberty, and the pursuit of happiness
- Red light, yellow light, green light

USING IT

• • •

Phrases
Include phrases in your copy that use the power of 3:
- "you want more time, energy, and results!"
- "you'll sleep better, have more focus, and acheive more throughout your day."

Copy Elements
Provide:
- 3 reasons to buy
- 3 major benefits
- 3 testimonials

Stories
Tell stories that have a beginning, middle, and end

2   3   4

Too Little   Just Right   Too Much

COPYWRITING
DEVELOP A USP

USP

UNIQUE SELLING PROPOSITION:

The distinct and appealing idea that sets you and your business, favorably apart from every other generic competitor

MUST ANSWER:

What's in it for <u>me</u>?   ?   **What makes <u>you</u> unique?**

| SIMPLE | SHORT | BENEFIT | EMOTION | MEMORABLE |

WRONG WAY

AVOID CLICHE'S

Don't use tired, worn-out phrases that are far from unique:

- "Lowest prices in town"
- "Great customer service"
- "We value you"
- "We've been in business for more than 30 years"
- "The largest selection in town"
- "Free estimates"

Brainstorming Ideas

Is your product or service...

- Easier?
- Faster?
- More widely available?
- Simpler?
- Cheaper?
- Have a better guarantee?
- Prettier?
- More efficient?
- Smaller?
- A better value?
- A better design?
- Of higher quality?
- Cutting-edge?
- More time-tested?

HALL OF FAME

Some of the best USPs ever created:

- **M&Ms -** "Melts in your mouth, not in you hands"
- **Dominos Pizza -** "30 minutes, or it's free!"
- **FedEx -** "When your package absolutely, positively has to get there overnight"
- **Apple -** "Think Different"
- **Enterprise -** "Pick Enterprise. We'll pick you up."
- **Bounty -** "The quicker picker-upper"
- **Phillips 66-** "Clean Bathrooms!"

DELIVER IT!
Only make a promise in your **USP** if you can deliver it

PROVE IT!
Use stats, testimonials, and charts to provide proof that you deliver on your **USP**