**Play #5 Exercise: Writing Your Unique Selling Proposition (USP)**

Use the information in Play #5 and Play #4 (the previous Play) to do the following.

1. Compare the Unique Selling Propositions shown in Play #5 to the Value Propositions shown in Play #4 for the same companies. Note how each company’s Unique Selling Proposition is a shorter version of its Value Proposition, designed to communicate the core benefits of doing business with that company.
2. From the examples, select your favorite two Value Proposition and USP pairs. In the USPs for these companies, underline or **bold** the core thoughts the company is communicating. Note how the core thoughts from each company’s Value Proposition is echoed in their USP.
3. Write your Value Proposition from Play #4 here. Then underline or **bold** the core benefits it communicates.
4. Create your Unique Selling Proposition by condensing your core benefits to as few words as possible.
5. Show your employees or friends your Unique Selling Proposition and ask them what it says to them. Record their names and feedback.
6. Consider all the input carefully; then use it to edit your Unique Selling Proposition as necessary.