

Validation: Can We Craft a USP?



Key Concepts: A Summary of What We Learned

- A USP can help us find an edge to market our course in competitive markets.
- Your USP states what makes your course different from other offerings.
- A good USP addresses a specific need and emphasizes your course's qualities.
- If we can craft a USP we're confident in, our course will be in a good position.



Action Steps: Complete Before the Next Lesson

- Print the next page of notes for each of your remaining course topics.
- List any of your remaining potential course topics at the top of the sheet.
- Answer the 4 questions and then craft your course's elevator pitch.



Ideas and Notes

● Topic: _____

What is the outcome that your ideal customer truly wants?

How can your course create that outcome for them?

What factors would motivate them to purchase your course?

Why would they choose you to lead them to that outcome?

For... _____

Who... _____

Course title... _____

Is... _____

That... _____

Unlike... _____