

# 5 Unique Selling Proposition Templates

## Unique Selling Proposition Example #1:

# “Best Offering”

## “Best Offering” Unique Selling Proposition Template

**Headline:** The best way for (ideal customer) to (task you make easier).

**Sub-headline:** We make it easier for our clients to do (X) by providing (X).

### Real-life Scenario:

An online brokerage makes it easier for everyone to learn how to invest regardless of income or education with a user-friendly platform and the ability to purchase micro-shares.

## Unique Selling Proposition Example #2:

# “Industry Disruptor”

## “Industry Disruptor” Unique Selling Proposition Template

**Headline:** Our products and services change the way (target customer) does (X).

**Sub-headline:** We offer (solution no one else offers) to make it possible for businesses to (X).

### Real-life Scenario:

A content creation organization changes the way small businesses share their story and communicate with their audience by offering a graphic design tool even non-tech savvy people can use to create engaging graphics.

## Unique Selling Proposition Example #3:

# “No Competition”

## “No Competition” Unique Selling Proposition Template

**Headline:** We offer the only way to do X.

**Sub-headline:** Our products and services make it feasible for small businesses to do X.

### Real-life Scenario:

A fitness company offers proprietary technology customizing workouts for users based on their individual body chemistry and goals.

## Unique Selling Proposition Example #4:

# “Anticipated Solution”

## “Anticipated Solution” Unique Selling Proposition Template

**Headline:** We offer a solution that solves an industry-problem you’ve been waiting for.

**Sub-headline:** Our products and services provide a customized solution that makes your life easier.

### Real-life Scenario:

A tech startup builds software that makes it simple for small businesses to update their website, post information on social media pages, and send texts and emails from one platform—without the need for technical expertise.

## Unique Selling Proposition Example #5:

# “Comprehensive Solution”

## “Comprehensive Solution” Unique Selling Proposition Template

**Headline:** We offer the most comprehensive product or service in the industry by providing (X).

**Sub-headline:** Our products and services make customers confident they have the best solution in the industry that gives businesses a competitive edge.

### Real-life Scenario:

A customer relationship software solution that offers -360degree business solutions for sales management, customer service, and marketing to ensure no leads fall through the cracks and customers are consistently satisfied.