



Get Clear On The Details: Your WSP

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Your USP is your Unique Selling Point.




So what makes you different to other care services?

Why should someone use your service over someone else's service?

What makes you the better service?



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- Unlike other care services we don't charge for mileage to get to you.
 - Unlike other care services we don't take travel time out of your booked slot, if you want an hour you get an hour, if not longer!
 - We don't do anything shorter than a 30 minute visit as you can't build a relationship in a quick pop in and out visit.
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- We do anything you need, so not just care, walk the dog, put the washer on, make lunch, pick up your meds from the chemist, pop to the shop, take you to the shop, go out for coffee, whatever you would like.
 - And it will only ever just be me (and partner if you have one), so you don't need to learn a million different names or worry about who's coming through your door, it will just be me/us.
 - And we will come when you want us too, not just turn up when it suits us, so you know when to expect us.
 - We are flexible and are able to adapt to changing needs or circumstances. So if visit times and lengths need to change we can. We can also offer additional visits for days out etc.
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Depending on your experience, some other possible USPs might be:

- I'm a nurse with 30 years experience helping people with their medical issues
- Fluent in British Sign Language
- Specialist in Autism with over 20 years experience
- We are Dementia Friendly service
- Qualified gardener
- Experienced chef
- Massage Therapist
- Hair dresser





Task!

Write down what your business USPs are.





The aim..

- Be confident about knowing what your USP is.
- You should be able to tell people what makes your service unique.
- When someone asks you 'what makes your service better than others?' or 'why should we use you?', you want to have the list of USPs in your mind ready to go!





Task!

Practice saying your business USPs out loud





Coming up...

In future lessons you will learn how to use your
USP points for marketing your service!

