

# Your Unique Selling Point

By Stuart Reid

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Your Sites UNIQUE Selling Point.

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To stand out from the crowd your site must be "unique" in some way. There are only THREE ways you can be unique:

1. A unique Selling Price.
2. A unique Feature.
3. Unique Quality of package, inc. Bonuses.

It's best if you can do all three. If your product or site is TRULY unique (i.e. one of a kind) then you do not need the others as you have nothing to compete with. You can then sell it for as much as the market will bare!

## 1. Unique Selling Price.

Basically, undercut the nearest competitor. If you price is lower but of the same quality then you should get more sales. Do not undercut to a point where you are not making enough profit UNLESS it is a loss leader.

If you can afford to give the product away and others are charging for it then that is the Unique Selling Price of \$0! Beware selling some things too cheaply or giving them away. It can make the product appear to have less value. It is a fine balance.

## 2. Unique Feature.

This could be anything. You really want something that no-one else is offering. The feature could be a tie-in with someone else (a joint venture) or it could be a more recently updated version of something. It could be more compact, have a better guarantee, have a better warranty, or just `do more`. Anything that gives your product more value than the next. As an example say you are selling Autoresponders. Your Autoresponder could offer more messages, give you more reports, allow you to

customise more or just come with a better money-back guarantee. If you are selling on the basis of a Unique Feature then you can get away in some cases with charging more, BUT if a better feature is combined with a low price then you should be onto a winner!

### 3. Unique Quality.

If your product is just of a higher quality than the next man's then that is your feature. If it's an e-book, it could be more comprehensive. If it's a package then it could have more bonuses thrown in. Higher quality could be just style, rather than substance. For example a better web site. This is still a selling point. Don't mislead anyone - just give a better presentation! If your item is built to a higher standard than the next then yours is the one that will stand out from the crowd.

With the proliferation of websites, MLMs, Biz Opps and the rest you really need to spend a moment figuring how to make your site memorable. Without at least ONE special feature you won't get the sales you deserve. Go for it!

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