



# DEFINING YOUR POINT OF DIFFERENCE

AKA UNIQUE SELLING  
PROPOSITION (USP)

**YOUR USP IS A STATEMENT THAT CAPTURES YOUR ARTS PRACTICE IN A WAY THAT SHARES WHO YOU ARE, WHAT YOU CREATE AND WHY, SO THAT IT APPEALS TO YOUR IDEAL BUYER OR COLLECTOR.**

Yup, here I go talking about marketing things again (don't groan).

Your USP will first help you understand how you're different/better than other artists. It'll also help you define who your ideal buyers are (because they'll love what makes you unique).

And this will give you the confidence to share your work with those rad buyers/collectors (who'll pay top dollar for your work).

It might be challenging at first - but stick with me because this exercise is an important part of learning how to promote your creative business effectively.

TIP: Try to keep your answers short.

By keeping them short, you're forced to be concise and direct with your words.

This will help you avoid dancing around what it is that you do. It's not easy at first - but that's okay. Expect to write and edit a few times. If you need it - I can help!

# DESCRIBE YOUR IDEAL CUSTOMER

**Gender:**

---

**Age range:** i.e. Pick one main bracket (18-24, 25-34, 35-44, 45-54, 55-64)

---

**What they like about your industry:**

i.e. It's creative, inspiring, uplifting, helps build professional reputation, it makes them look/feel good, it can help boost business, it attracts clients, is meaningful, adds atmosphere, or something else.

---

**What they dislike about your industry:**

i.e. It costs a lot, unsure of the investment value, don't understand the work (and afraid to admit it), they're afraid of investing in the wrong things, they don't know anything about art, etc.

---

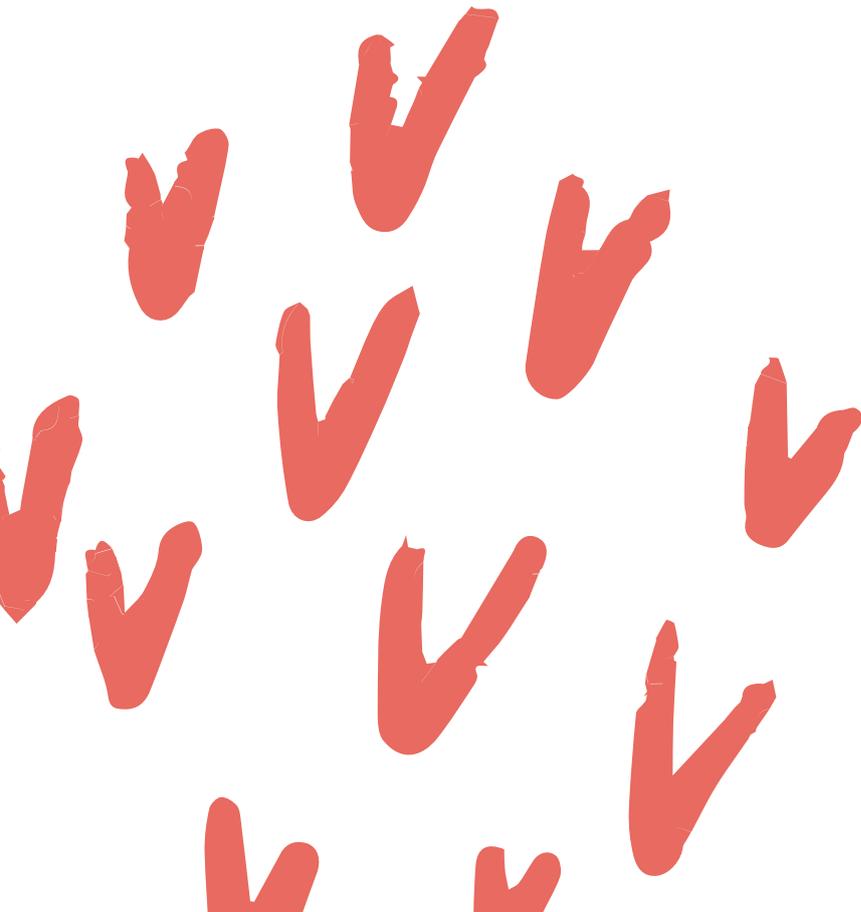
# DESCRIBE YOUR IDEAL CUSTOMER

## What stage of the buying cycle are they in?

Learning stage: They have a feeling about what they want but are unsure how to find it and still researching what is available

Research stage: They're aware of artistic products/services like yours and have begun to look into how people like you who can provide what they're looking for

Deciding stage: They've done extensive research and know exactly what they want they just need to find it



# DESCRIBE YOUR IDEAL CUSTOMER

**Their objectives aka the benefits you provide  
(circle as many as needed):**

- See new perspectives
- Empathise with others
- Learn something new about the world
- Be an individual
- Feel/be creative
- Improve health and wellbeing
- Find comfort
- Make money
- Stop losing money
- Be in style
- Feel house proud
- Have fun
- Feel good
- Save time
- Avoid effort
- Attract the opposite sex
- Escape/avoid physical pain
- Prevent stress
- Gain praise/recognition
- Have peace of mind
- Prevent embarrassment
- Look good
- Be popular
- Satisfy appetite
- Avoid criticism
- Prevent legal trouble
- Feel like they're making a difference
- Help others
- Protect reputation
- Make work easier
- Be more productive

# DESCRIBE YOUR IDEAL CUSTOMER

## **Brands that they like in your industry:**

i.e. Well-known artists/brands with similar values to yours (if no big name brands available or you're doing something new – pick an industry that's close to yours but with similar tone and values)

---

## **Now put your audience all together here in one or two sentences:**

---

# DESCRIBE WHAT YOU DO / CREATE

**What do you create?**

---

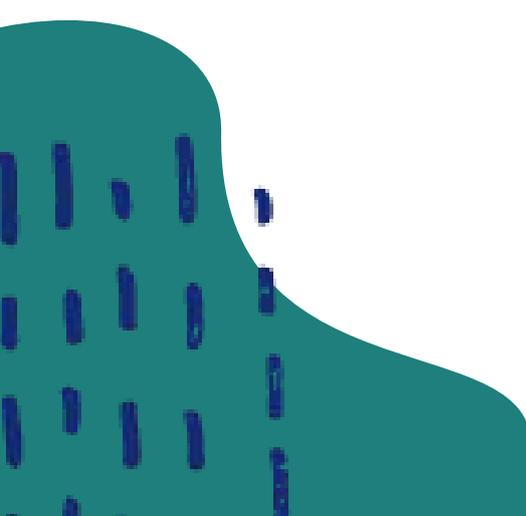
**How do you create that work? How is it different to how others do it?**

---

**Why do you create it? What benefit or impact are you hoping it will have?**

---

**I have these qualifications and/or awards to my name (if applicable)**



## DESCRIBE WHAT YOU DO / CREATE

Summarise who you are + what you create and/or benefit you provide for your ideal customers (in 30 words or less)

---

## DESCRIBE HOW YOU'RE BETTER THAN ANYONE ELSE

What makes your work/business a better choice? (in 30 words or less)

---

**I/We are the best at giving my/our collectors what they're looking for because I/we...**

(approach the problem in this unique way / make this thing from particular materials / give extra for this cost / guarantee it will do [insert promise] / have this experience or background, etc)



**MAKE IT YOUR OWN!  
PUT IT TOGETHER WITH SOME OF YOUR  
OWN BRAND PERSONALITY**

**I am (brand/artist name)...**

**I create (this artwork/product) / help businesses by making my buyers  
feel/helping them...**

**For people who are...**

**And they love what I do because...**

**NICE AND PUNCHY? FAB! TIME TO SHARE IT!**

For more info on digging down into your USP and writing stellar content  
for your business, subscribe to my newsletter and keep an eye on your  
inbox.



**Want to connect? Find me on**

**FB: @AliStrachanWrites**

**Insta: @AliStrachanWrites**

**[www.alistrachan.com](http://www.alistrachan.com)**

**0415 272 150**