

The Ultimate Business Question

THE most important and challenging Question you will ever answer about your business overall.

It needs answered about the business as whole. It needs answered repeatedly and frequently, each time you advertise, promote, put forth an offer or attempt communicating with prospects.

Its answer is called a 'USP' – Unique Selling Proposition, designed to be concise, succinct and <u>differentiate you from all competition.</u>

"Why Should <u>I</u> - - Your Ideal Prospect - -Choose To Do Business With YOU Versus Any And Every Other Option Available To Me?" (including doing nothing!)