



# IDENTIFYING YOUR USP

## THE CAMBERYARD CHECKLIST

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Consider the following when developing your unique selling point:

- Visualise your ideal client, it's possible that your USP lies within their desirable qualities. Think about:
  - Age group
  - Budget
  - Education
  - Interests
  - Marital status
  - Taste
- Create a moodboard. Cover aspirations, motivations, areas of interest and brands you admire
- Create a list of everything that makes your business different
- Don't rush, take your time. The answer will come!

Remember, if you need help identifying your USP and building your brand, we at Camberyard would love to hear from you.

C A M B E R Y A R D

THE DESIGNERS' ADVISOR