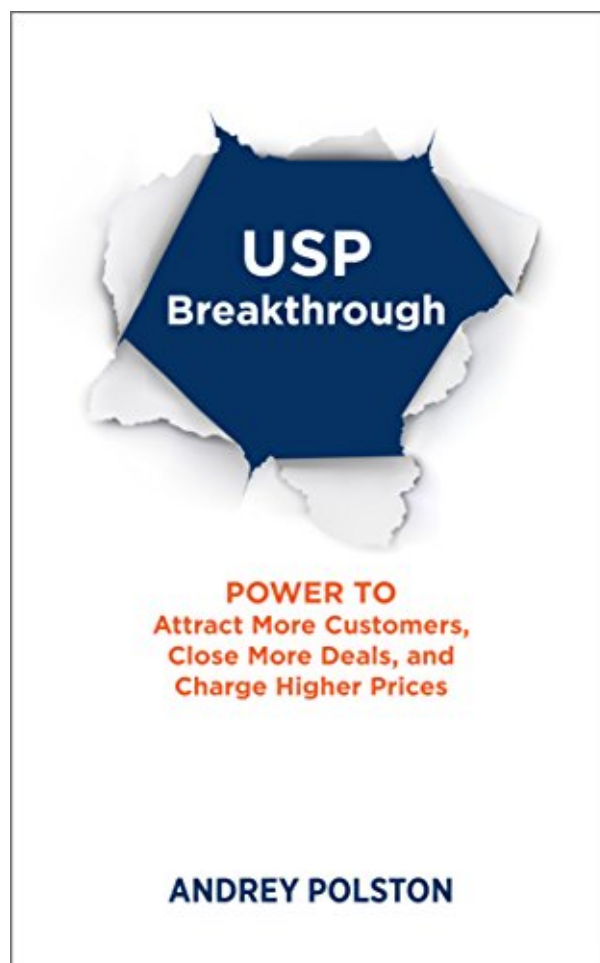


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Why You're Only One Business Obstacle Away From a Million Dollar Payday

Here is an insight that can forever change how you see marketing and business growth:

"Only the potential of your business is determined by your talents, knowledge, commitment, and the amount of time and effort you spend trying to grow it. The actual success of your business is determined by your constraints."

Does your business suffer from any of these symptoms?

- * you pile on new features, freebies, and customers respond with more dissatisfaction
- * your customer is more in control of the transaction than you are - they demand terms, concessions, price and delivery
- * you're constantly in head-to-head battle with your competitors
- * you're drowning in a sea of look-alike ads running down the side of Google
- * you're frustrated because all kinds of people who "should" buy from you are shrugging their shoulders and shuffling along to the next guy, or worse yet, doing nothing
- * no matter how much you play with your website design, landing page designs, and copy, conversions are just flat-lined
- * you hire one type of marketing contractor after another and no matter the talent you throw at the problem, the needle just doesn't budge and sales slog along limply

Do you know what these symptoms have in a common?

A weak, inadequate USP (Unique Selling Proposition).

Most business owners are constantly solving problems that are really just symptoms. So problems keep popping up repeatedly, in different forms.

To get rid of problems or bust through constraints once and for all, you have to deal with the root cause.

And the root cause of flat-lined sales, conversions, and revenue is more often than not a weak and inadequate USP.

Having an effective USP is the singular leverage point that can:

- + turn around a failing marketing campaign for business
- + jump start a flat-lined,plateaued business back into growth

Within a matter of weeks if not days.

Mastering the concept of creating a powerful USP is a must to be competitive and thrive in today's business environment.

USP Breakthrough takes you through a step-by-step process to scientifically create powerful USPs and quickly deploy them into your promotions so you can boost profits immediately.

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