

## **FINDING YOUR USP (UNIQUE SELLING POINT): QUESTIONS (Jones 1996, 43-4)**

1. What did you do for fun when you were a child?
2. What were your favorite toys?
3. Your favorite games?
4. Do you remember anything that came particularly easy to you as a child?
5. What did you tell people you were going to do or be when you grew up?
6. Are you being or doing anything that resembles that dream now? If so, what? If not, why not?