



## **The One New Year's Resolution You Should Make** **by Margie Zable Fisher**

If you do nothing else this year, please do the one thing that, I guarantee, will take your business to the next level:

**Create a viable Unique Selling Proposition (USP) and use it in all of your communications.**

What is a USP? It's what makes you different, special and unique from other people that offer similar products and services.

I have realized after running my business for over five years that the businesses I've worked with that have strong USPs have so many more opportunities to grow than those who don't.

Here's an example. I know and have worked with many concierges. Most of them will take care of almost anything. One of my clients, Bluefish Concierge, focused on working with celebrities, or people who wanted to experience celebrity events or the celebrity lifestyle. That focus enabled him to target the right sponsorship and business opportunities to grow dramatically. From a publicity point of view, I was also able to obtain top placements in the New York Times, Worth Magazine, VH1 and more due to the uniqueness of his business.

If you're not sure of your USP, I recommend reading "Why Johnny Can't Brand," by Bill Schley. It goes through a process of how to create a solid USP. To buy it, visit [http://zfpr.com/br\\_books.htm](http://zfpr.com/br_books.htm).

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Margie Zable Fisher  
Zable Fisher Public Relations  
1900 N.W. Corporate Blvd.  
Suite 400E  
Boca Raton, FL 33431  
Phone: (561) 417-0006  
info@zfpr.com