

# MY USP

**A Unique Selling Proposition** **USP** is the quality in a person which he feels is his biggest strength, based on which he can get success in life. The following activity is designed to ensure that you know what qualities in you set you apart from the others.



**Instructions** – Fill in the blanks with a short description of what would you mention in a commercial about yourself if you were to market yourself. You can plan it the way a commercial plays out on the television.

**What is the quality that describes you? How can you emphasize the positive characteristics and capabilities you have?**

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