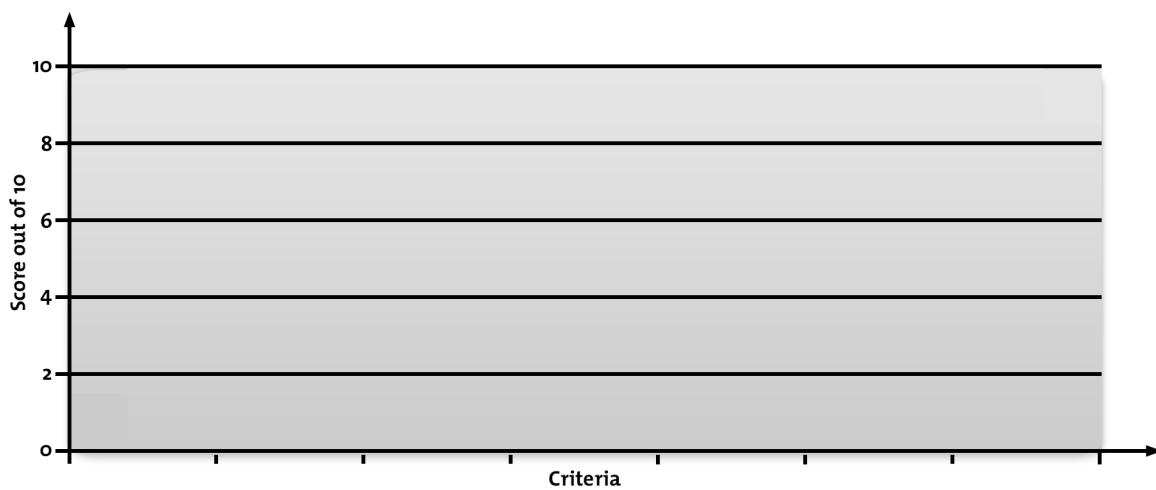


USP Analysis Worksheet

- For instructions about USP Analysis, visit www.mindtools.com/rs/USP.

Criterion	You (1 = poor, 10 = good)	Competitor 1	Competitor 2	Competitor 3



USP Statement