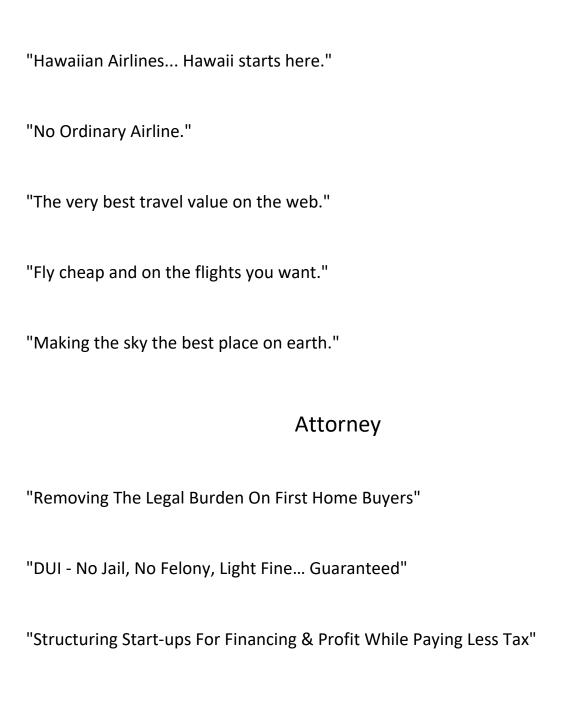
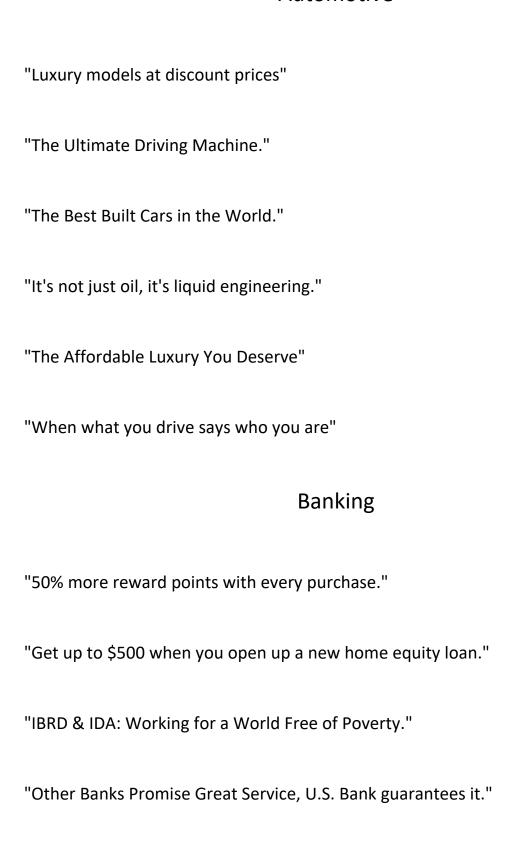
# USP's by Industry

### Airline



#### Automotive



"America's Most Convenient Bank."
"Applying For A Mortgage Just Got Easier!"
"Higher Interest Rates, No Minimum Balance and No Fees Or Service Charges."
Blog
"The best way to put your web site and blog on the web."
Broadcasting
"Funding your local station while providing diverse programming that informs, educates, and inspires."
Carpet Cleaner
"We Make Your Home Drier, Cleaner, and Healthier."
"The First To Win The Carpet Industry's Gold Seal of Approval."
Catering
"Perfect Events Every Time. Guaranteed!"

"Perfect, Stress Free Events Every Time. Guaranteed!"
Cellular
"The Whole World Can Talk for Free."
"Talk to Anyone, Anytime, for Free."
"Connecting People."
"Customizing the Web For You"
"With Us, Everything is Outside the Box"
"We Bring it to Life on the Web"
"Your Expert Web Partner for Life"
Chiropractor
"The excellence in our training makes all the difference in your recovery"
"Improving Your Quality of Health & Life"
"The Natural Pain Management"

mproving the quality of your life to reach your fullest innate potential."		
"Ancient and modern techniques that fit your needs, inspire, inform and support your goals for great health!"		
"Exceeding Expectations through Chiropractic Excellence."		
"We get people in the best shape of their lives in half the time."		
"Restoring Your Pain Free Life In Half The Time"		
"Restoring Your Pain Free Life In Just One Treatment"		
Consultant		
"Gain knowledge, upgrade skills, acquire complete understanding of required business fundamentals to grow any business"		
"Moving small business owners from the amateurs to the pros"		
"We teach small business owners to think strategically instead of tactically"		
"Think strategic, not tactical"		

"We Have The Answers You Need To Grow The Business You Want"
"We Have The Answers To Growing Your Business"
"Business Growth Made Simple"
"The Answers You Need & The Experience You Deserve"
"Results not promises"
"Growing your business with confidence and certainty"
"Guiding business owners to unlock the tremendous potential in themselves and their business"
"America's #1 Investor Safety Advocate"
"Turning your financial liabilities into assets that work for you"
"Separating your business from your competition"
"Teaching businesses how to position their 'interesting information' to produce 'lasting transformation'"

"More business, more money, more life"
Daycare
"KinderCare where lifetime learning begins."
"Empowering children to learn through their own curiosity and sense of wonder"
"Online, Worry-free Daycare"
"The only daycare where you can watch your child online anytime"
Day Trading
"Creating Wealth & Freedom Through Day Trading"
"Experts In Doubling Your Investment Profitability and Growth"
Dental Consultant
"Turning Dental Practices Into Assets"
"#1 Dental Practice Growth Advocates"
"The Experts In Dental Growth & Profitability"

"Transforming Dental Practices Into Profitable Assets"
"Moving Dental Practices From The Minors To The Pros"
Dentist
"A comfortable, pain-free experience and a 15 minute on time guarantee."
"Sedation Dentistry, The Safe, Pain Free Way to Healthy Teeth"  Dog Trainer
"The fastest way to train your dog with love guaranteed."
Electronics
"SYSCO Takes Product Safety Requirements to a Higher Level."
"No battery is stronger longer."
"Beyond High Definition."
"Security systems designed and built by a policeman"

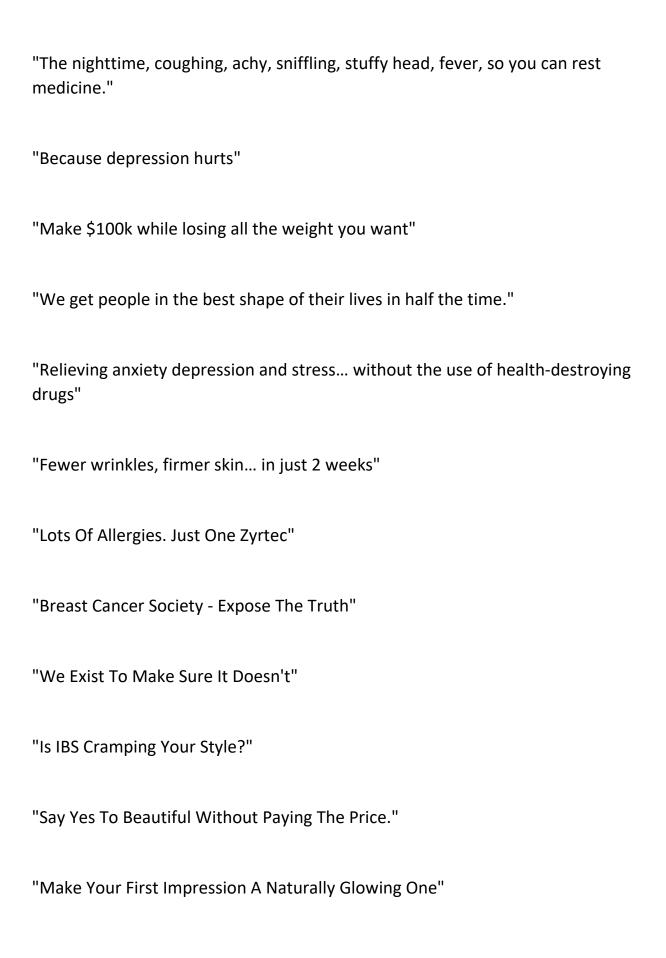
"Everything is Easier on a Mac."
Environmental
"Lower your carbon footprint"
"Helping you go green without going into the red"
"Protection against climate change"
"Save energy while you sleep"
"Join the drive for greener motoring"
"Making business sense of climate change"
Fashion
"We make fashion fashionable."
"It takes a licking and keeps on ticking."
"Rugs. It's what we do. It's all we do. And we do it better than anyone else."

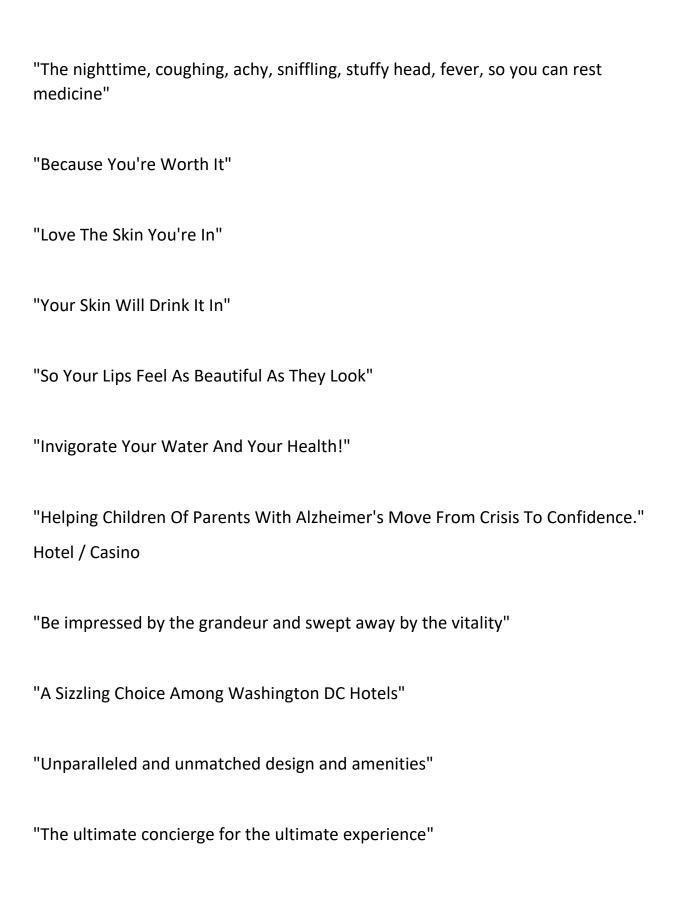
"The Affordable Luxury You Deserve"
Financial Data Services
"The largest outsource partners of investor services to the mutual fund industry."
"Difficult tax situations handled with integrity."
"Turning your financial liabilities into assets that work for you"
Fitness
"We get people in the best shape of their lives in half the time."
"Get the body you want, in half the time."
"Get fit at home together."
Food
"Have it Your Way"

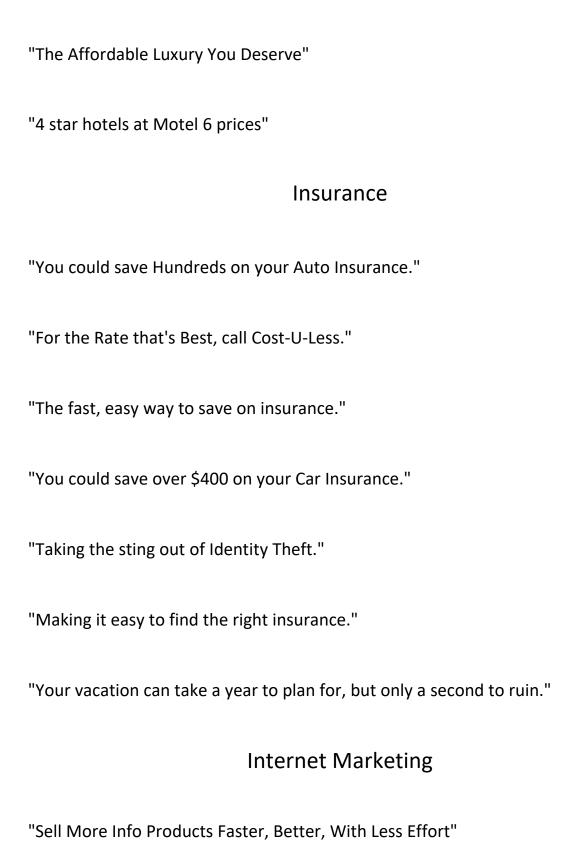
"Pizza delivered in 30 minutes or it's free."

"You get fresh, hot pizza delivered to your door in 30 minutes or less or it's free."
"The milk chocolate melts in your mouth, not in your hand."
"Just like a chocolate milkshake, only crunchy."
"It helps build strong bones 12 ways."
"Best-grade hamburger delivered hot within 2 minutes or you eat for free!"
"Our wine is liquid poetry"
Government
"Be all you can be."
Granite Countertops
"The Affordable Luxury You Deserve"
Hair Salon
"Helping you discover limitless ways to define your personal style and beauty."











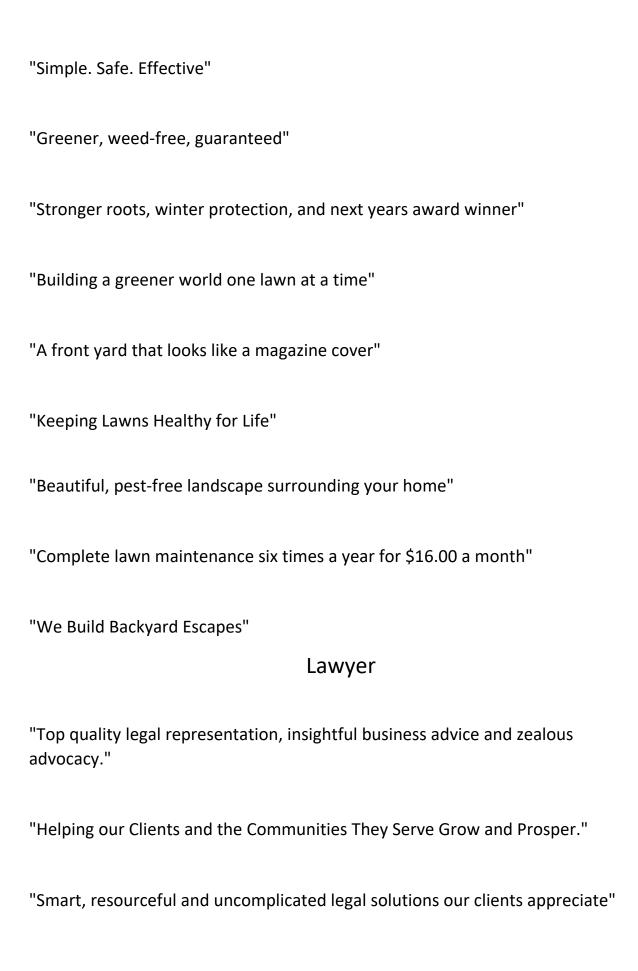
"Turning your financial liabilities into assets that work for you"  IT Service			
"Providing innovative, best-practice and cost-efficient SAP solutions for the process industry. From consulting through design and realization - we are your ideal IT partner."			
"Delivering a solution that is 100% modern in its delivery, price and value."			
"Offering e-commerce sites a way to increase profits immediately through proven customer web site navigation techniques."			
"We make PageMaker 5.0 work faster, easier and more efficiently so you don't have to."			
"Creating leading websites, applications, effective ad networks and powerful tools for content publishers."			
"Create desire, get hits"			

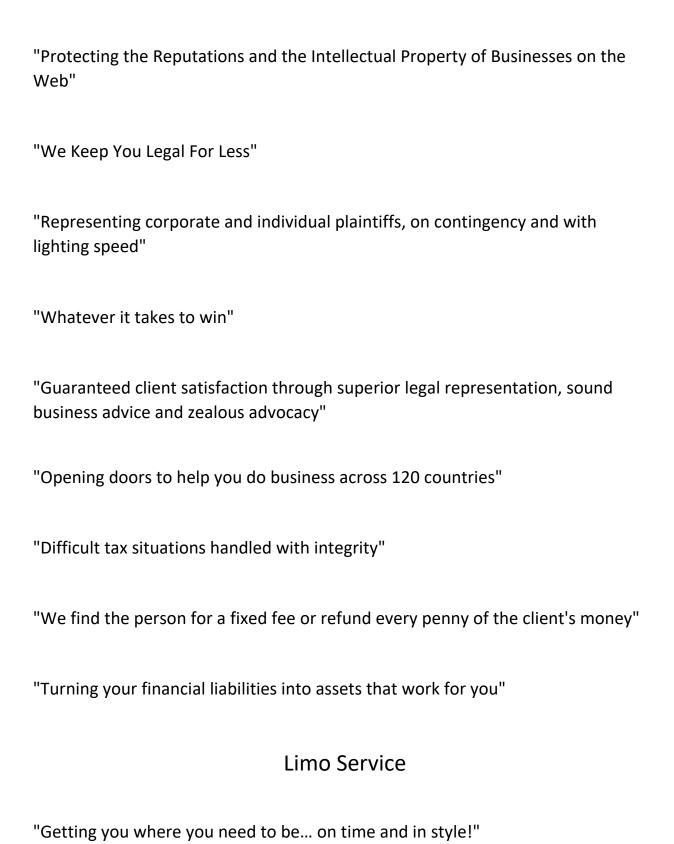
# IT Training

"IT Training That Positions Your Business On The Global Stage" Jeweler "Discounted Diamonds - Unmatched Quality, Untouchable Price, Unbeatable Guarantee" "The Affordable Luxury You Deserve" "Guaranteed 200% Of Appraised Purchase Price, Or We Buy It Back" Laundry "Unparalleled Service. Exceptional Value. Satisfaction Guaranteed." "Cleaning the Way You Would... If You Had the Time." "Doing your laundry while freeing up your time." "Hundreds of reasons to use our laundry service with ONE great result."

### Lawn Service

"Helping you improve quality and service while controlling costs."





## Mail / Packaging / Freight

"Leveling the playing field for sole proprietors	playing field for sole propr	rietors"
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"Building your Company's Shopping Bags to your specifications at EXTREMELY Competitive Prices"

"Your Complete, Full-Service Logistics Solution"

## **Network Marketing**

"Make \$100k while losing all the weight you want"

"We help people make a fortune while taking dream vacations"

"We lead people find financial freedom while taking dream vacations"

Pediatrician

"Providing research and analysis to promote effective policies and programs for children."

## Personal Development

"A swift, spiritual kick to the head that alters your reality forever"

#### Pet Care

"Say Goodbye To Fleas & Ticks"

## Photography / Art

"We make finding the perfect wedding photographer easy."

"Enhance professional photography through the passionate pursuit of education, sharing and unity."

"A unique line of art supplies that can turn anyone into an artist."

"The Affordable Luxury You Deserve"

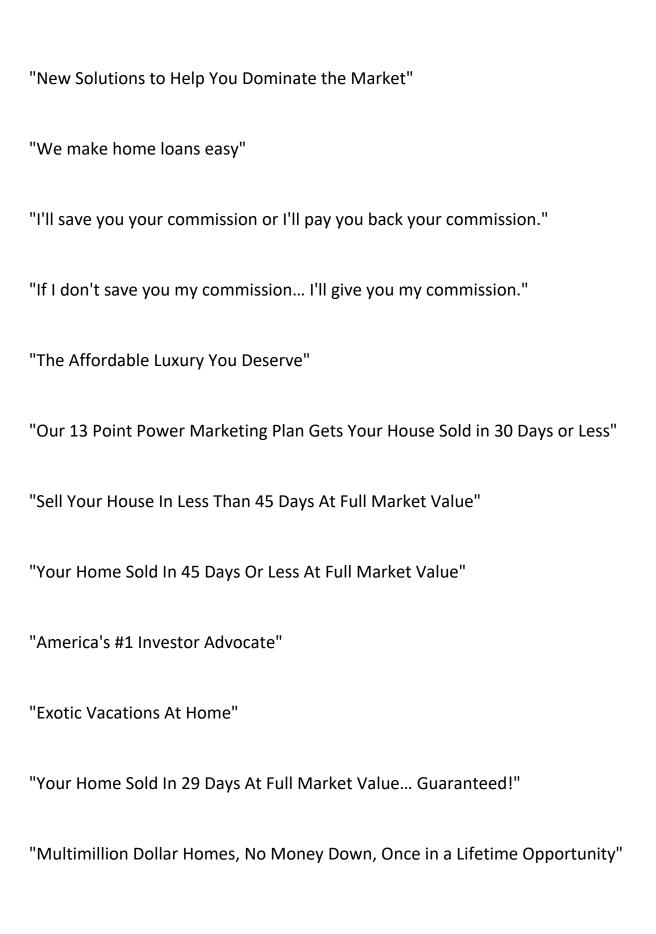
#### Plumber

"65 completely stocked and radio dispatched service trucks... in your neighborhood now."

"We've made over 300,000 pool owner dreams come true."

### **Real Estate**

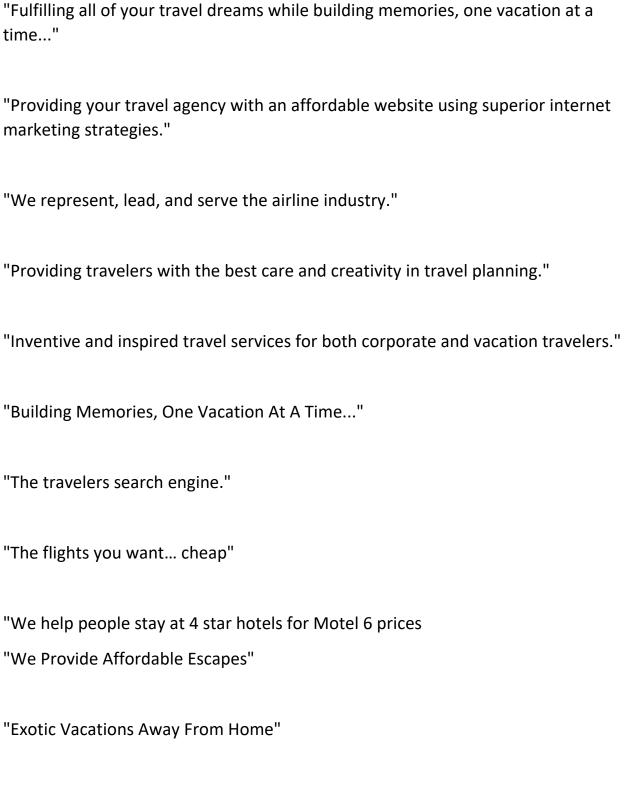
"Our 20 Step Marketing System Will Sell Your House In Less Than 45 Days At Full Market Value."



#### Retail







### Veterinary

"The Safe Holistic Way To Completely Restore Your Pets Health... Guaranteed"

"Improving Your Pets Quality Of Health & Life"

"We Get Your Pet In The Best Shape Of Their Lives In Half The Time"

"Restoring Your Pets Pain Free Life... In Half The Time"

"Quality Pet Health Care You Can Afford!"

"Because You Love Your Pet"

## Weight Loss

"We help doctors make their fat patients skinny - permanently and without jeopardizing their professional reputation."