

## USP's by Industry

### Airline

"Hawaiian Airlines... Hawaii starts here."

"No Ordinary Airline."

"The very best travel value on the web."

"Fly cheap and on the flights you want."

"Making the sky the best place on earth."

### Attorney

"Removing The Legal Burden On First Home Buyers"

"DUI - No Jail, No Felony, Light Fine... Guaranteed"

"Structuring Start-ups For Financing & Profit While Paying Less Tax"

## Automotive

"Luxury models at discount prices"

"The Ultimate Driving Machine."

"The Best Built Cars in the World."

"It's not just oil, it's liquid engineering."

"The Affordable Luxury You Deserve"

"When what you drive says who you are"

## Banking

"50% more reward points with every purchase."

"Get up to \$500 when you open up a new home equity loan."

"IBRD & IDA: Working for a World Free of Poverty."

"Other Banks Promise Great Service, U.S. Bank guarantees it."

"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"

"Improving 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."

(Mobile beauty treatment) "Beauty boost in 15 minutes guaranteed... wherever you are"

"The Affordable Luxury You Deserve"

"Do Something Good For Yourself"

"Beauty Down To A Science"

"Problem Hair. Meet Your Solution."

## Healthcare

"Do More, Feel Better, Live Longer."

"Guaranteed same day treatment."

"Quality Health Care You Can Afford! Guaranteed!"

"Fast, Simple & Free Health Insurance Information."

"Gets rid of dandruff."

"You get younger-looking skin."

"The nighttime, coughing, achy, sniffing, stuffy head, fever, so you can rest medicine."

"Because depression hurts"

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

"We get people in the best shape of their lives in half the time."

"Relieving anxiety depression and stress... without the use of health-destroying drugs"

"Fewer wrinkles, firmer skin... in just 2 weeks"

"Lots Of Allergies. Just One Zyrtec"

"Breast Cancer Society - Expose The Truth"

"We Exist To Make Sure It Doesn't"

"Is IBS Cramping Your Style?"

"Say Yes To Beautiful Without Paying The Price."

"Make Your First Impression A Naturally Glowing One"

"The nighttime, coughing, achy, sniffing, stuffy head, fever, so you can rest medicine"

"Because You're Worth It"

"Love The Skin You're In"

"Your Skin Will Drink It In"

"So Your Lips Feel As Beautiful As They Look"

"Invigorate Your Water And Your Health!"

"Helping Children Of Parents With Alzheimer's Move From Crisis To Confidence."

Hotel / Casino

"Be impressed by the grandeur and swept away by the vitality"

"A Sizzling Choice Among Washington DC Hotels"

"Unparalleled and unmatched design and amenities"

"The ultimate concierge for the ultimate experience"

"The Affordable Luxury You Deserve"

"4 star hotels at Motel 6 prices"

## Insurance

"You could save Hundreds on your Auto Insurance."

"For the Rate that's Best, call Cost-U-Less."

"The fast, easy way to save on insurance."

"You could save over \$400 on your Car Insurance."

"Taking the sting out of Identity Theft."

"Making it easy to find the right insurance."

"Your vacation can take a year to plan for, but only a second to ruin."

## Internet Marketing

"Sell More Info Products Faster, Better, With Less Effort"

"Customizing the Web For You"

"With Us, Everything is Outside the Box"

"We're Passionate about your Business Passion"

"We Bring it to Life on the Web"

"Your Expert Web Partner for Life"

## Investment Services

"Invest Independently"

"Programs and services to help you start, grow and succeed."

"Revolutionizing investment in microfinance"

"Insuring Investments, Ensuring Opportunities"

"Advancing socially and environmentally friendly investing"

"Earn High>Returns with Low Risk ETFs"

"America's #1 Investor Safety Advocate"



"Turning your financial liabilities into assets that work for you"

## IT Service

"Services based squarely on your definition of achievement."

"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."

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

## Lawn Service

"Simple. Safe. Effective"

"Greener, weed-free, guaranteed"

"Stronger roots, winter protection, and next years award winner"

"Building a greener world one lawn at a time"

"A front yard that looks like a magazine cover"

"Keeping Lawns Healthy for Life"

"Beautiful, pest-free landscape surrounding your home"

"Complete lawn maintenance six times a year for \$16.00 a month"

"We Build Backyard Escapes"

## Lawyer

"Top quality legal representation, insightful business advice and zealous advocacy."

"Helping our Clients and the Communities They Serve Grow and Prosper."

"Smart, resourceful and uncomplicated legal solutions our clients appreciate"

"Protecting the Reputations and the Intellectual Property of Businesses on the Web"

"We Keep You Legal For Less"

"Representing corporate and individual plaintiffs, on contingency and with lightning speed"

"Whatever it takes to win"

"Guaranteed client satisfaction through superior legal representation, sound business advice and zealous advocacy"

"Opening doors to help you do business across 120 countries"

"Difficult tax situations handled with integrity"

"We find the person for a fixed fee or refund every penny of the client's money"

"Turning your financial liabilities into assets that work for you"

## Limo Service

"Getting you where you need to be... on time and in style!"

## Mail / Packaging / Freight

"Leveling the playing field for sole proprietors"

"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."

"New Solutions to Help You Dominate the Market"

"We make home loans easy"

"I'll save you your commission or I'll pay you back your commission."

"If I don't save you my commission... I'll give you my commission."

"The Affordable Luxury You Deserve"

"Our 13 Point Power Marketing Plan Gets Your House Sold in 30 Days or Less"

"Sell Your House In Less Than 45 Days At Full Market Value"

"Your Home Sold In 45 Days Or Less At Full Market Value"

"America's #1 Investor Advocate"

"Exotic Vacations At Home"

"Your Home Sold In 29 Days At Full Market Value... Guaranteed!"

"Multimillion Dollar Homes, No Money Down, Once in a Lifetime Opportunity"

## Retail

"You've got questions, we've got answers."

(Mobile beauty treatment) "Beauty boost in 15 minutes guaranteed... wherever you are"

(Sport-kini) "For the athletic woman who wants to look sexy"

"When quality means more than price"

"The Affordable Luxury You Deserve"

"When what you drive says who you are"

"Buy it today and install it tonight"

"Be A Star For A Day"

"It's Unstoppable... Just Like The People Who Wear It."

"You Can Do It. We Can Help."

"We Build Backyard Escapes"



"Here today, here tomorrow... we have withstood the test of time"

## Security

"Be Home... Away From Home"

## SEO

"Specializing in getting your business on page 1 of Google"

## Transportation / Delivery

"When it absolutely, positively has to be there overnight."

"The best way to get around New Zealand."

"Your Parcel Delivered To You The Very Next Day, or It Costs You Nothing!"

## Travel

"Kayak.com makes it easy to search, compare and buy direct."

"Fulfilling all of your travel dreams while building memories, one vacation at a time..."

"Providing your travel agency with an affordable website using superior internet marketing strategies."

"We represent, lead, and serve the airline industry."

"Providing travelers with the best care and creativity in travel planning."

"Inventive and inspired travel services for both corporate and vacation travelers."

"Building Memories, One Vacation At A Time..."

"The travelers search engine."

"The flights you want... cheap"

"We help people stay at 4 star hotels for Motel 6 prices"

"We Provide Affordable Escapes"

"Exotic Vacations Away From Home"

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."