



## Marketing and Your USP

Marketing 101 suggests that there are four P's of marketing (Price, Product, Place, and Promotion). Marketing 102 suggests that in the provision of a service, there are a further three P's to address (Physical Assets, Processes and People). In this issue, we'll look at marketing promotion and the use of your USP.

USP, or *Unique Selling Proposition*, is that point of difference between your SELF and other practitioners. It is that point of difference that makes you unique and the reason prospective clients want to come and see you. It is also something to highlight when you promote yourself to referrers or prospective clients.

How do we find our USP? Sometimes, clients will say something that give a cue to the presence of a valued point of differentiation. Sometimes, it is found by observing what clients seem to value about ourselves. Doing a SWOT analysis, and examining business strengths, weaknesses, opportunities and threats may also provide some cues. And, we can also be proactive in seeking to position ourselves where we can offer something valued and unique to our clients.

Once we have found our own USP, it is useful to identify three key words or phrases that will describe our USP in a nutshell. These key words or phrases can then be used in our marketing materials and included in our promotional efforts. The stronger the connection made between our USP and ourselves, the more effective our promotional initiatives will be.

At the end of the day, we want people to know who we are and what we have to offer. Identifying and highlighting our USP is a good way to do just that.

Rachel Abramson  
— Editor

### ABOUT UPDATE

UPDATE is the national DIPP newsletter. UPDATE will keep you abreast of practice management matters, as well as DIPP activities. UPDATE is also a forum for debate. So, if you have strong views on a particular issue, pen your views and forward them to us for inclusion in the next UPDATE.

Advertising rates are available upon request.

Letters, announcements, P.D. activities, notes about members and other contributions can be forwarded to:

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Short materials can also be emailed to [rachela@ozemail.com.au](mailto:rachela@ozemail.com.au)

### FORTHCOMING TOPICS

- Marketing Your Product (September 2004)
- UPDATE on *Victims of Crime* (December 2004)
- Growing Your Business (March 2005)
- UPDATE on APS Initiatives for P.P.s (June 2005)

Closing dates: 15<sup>th</sup> February for March issue.  
15<sup>th</sup> May for June issue.  
15<sup>th</sup> Aug. for September issue.  
15<sup>th</sup> Nov. for December issue.

**DIPP MEETING AND AGM**

The DIPP Forum and AGM will be held on the 30<sup>th</sup> September, 12 - 2 pm. The forum is an opportunity for members to provide input into future DIPP initiatives. It is also an opportunity to hear about current APS initiatives, delivery of psychological services to the community and much more.

If you are coming to the Sydney conference, be sure to attend our forum. And, be sure to bring along your thoughts about what you would like DIPP to do for you. We can then include your thoughts when planning future DIPP initiatives.

This year's AGM includes the election of office bearers. All positions on the national DIPP committee are open.

You may like to consider nominating yourself or a colleague for the National committee. This is your chance to make a contribution to p.p. matters.

**FRUSTRATIONS AND PLEASURES OF P.P.**

To start the ball rolling for our forthcoming forum, we invite DIPP members to email their greatest frustrations and pleasures in p.p. Let us know if you are willing for an excerpt of your response to be included in a future issue of UPDATE.

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23/6: Peer support meeting:  
*Chronic pain.*

18/7: Peer support meeting:  
*Drug and alcohol issues.*

21 Jul: *Marketing your Private Practice: Establishing or growing your referral base.*

22 Sep: *Developing business acumen.*

20/10: Peer support meeting:  
*Asking clients for money - setting fees, dealing with discomfort and any impact on therapeutic alliance.*

17 Nov: *Coach, guru or therapist? What are others doing and where do psychologists want to be?*

1/12: Peer support meeting: *Client care during breaks / holidays in private practice.*

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4 Aug: New Family Law rules for psychologists as expert witness.

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20/7: How to deliver a dynamic presentation.

26/10: Information on the role of the Board for all psychologists in private practice.