

Connection - USP

Definition: a feature of a product or service that makes it different from all the others that are available and is a reason for people to choose it.

You own your **USP** - yep it's all yours. There's only one of you in this world. So what does your **USP** say about you.

First things first let's understand the messaging and how we align and attune using Emotional Intelligence. What greatness and calling do you bring to the world? Whether your a homemaker, entrepreneur, CEO - these are all titles. Recognise and enhance your uniqueness.