



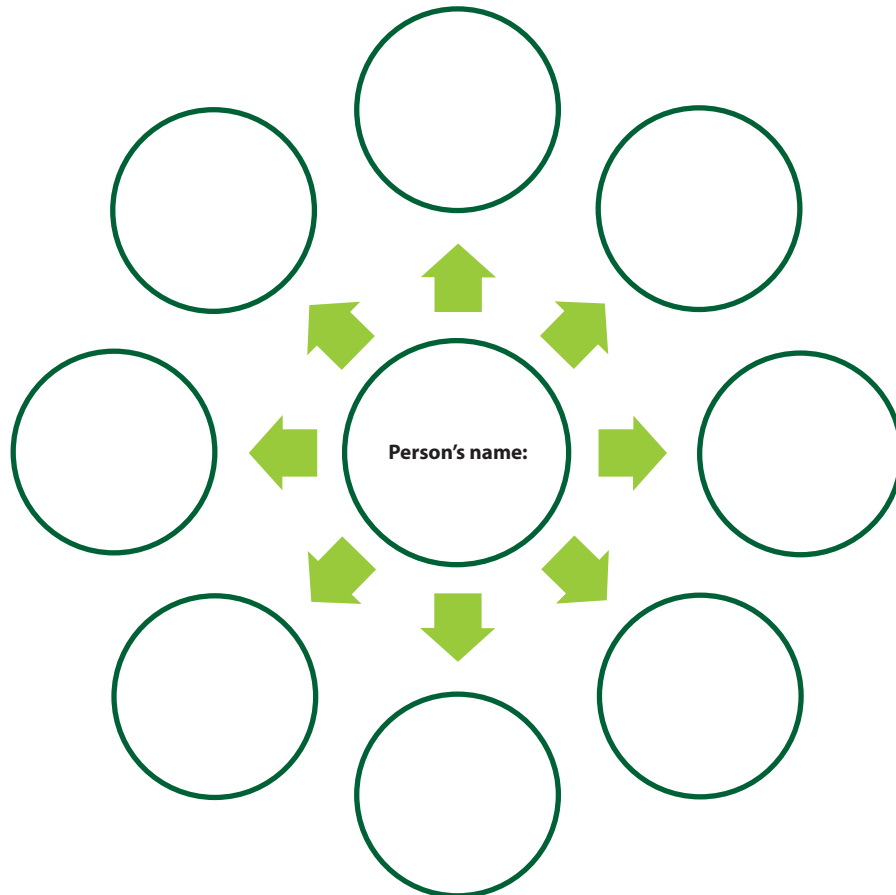
Unique Selling Point (USP!)

Teacher/Adviser Notes

This is a fairly straightforward exercise in which students either watch a video as a class or on computers in pairs and have to record all the positive attributes the person has that would make them employable. It would be good to then ask the students to record their own USP.

Student Worksheet

- Choose one of the icould vidoes and use the spaces below to record all the positive skills, qualities or experiences this person has got to offer.
- You could then do the same exercise for yourself – what is your USP?



Created by Christine Thomas, Education Consultant



Endorsed by the Association
for Careers Education and
Guidance (ACEG).

Visit icould at www.icould.com, www.youtube.com/icouldstories,
www.facebook.com/icouldstories or follow icould at www.twitter.com/icouldstories.
For regular updates visit icould.com and subscribe to the icould RSS feed.

