

Unique Value Proposition Worksheet

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Value Prop Worksheet

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FIRST EDITION

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Value Prop Worksheet

What is a value proposition or a Unique Value Proposition (UVP)?
According to Wikipedia,

“A value proposition is a promise of value to be delivered and acknowledged and a belief from the customer that value will be appealed and experienced.”

Source: http://en.wikipedia.org/wiki/Value_proposition

Questions to ask:

- Who am I? (most simple title, not always needed)
- What does your product/service do? (benefit)(What problem Do you solve?)
- Who do I do it for? (target audience)
- How we do this? How are you different?

Example:

“We are a team of chiropractors who help weekend warriors get back in the game by eliminating back problems and injuries.”

Use the space in the following pages to answer the questions.

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Who am I? (most simple title)

Write down your most simple title. I am a “chiropractor.” I am a “plumber.” I am a “contractor,” etc.

I am ...

What do I do? (benefit)(What problem do you solve?)

This can be tricky. What problem do you solve for your customers? Don't settle for your knee jerk answer, dig in a little bit. Ask why until you get to the emotional level.

Another trick is to ask your customers. You may find answers in feedback, testimonials, case studies, or simply by talking to your best customers. They will tell you why it is important why you do what you do for them.

Example:

Help people identify what they need to change in their lives and what they need to do to change that in their lives.

The problem I solve for my customers is . . .

Who do I do it for? (target audience)

This can be tricky here too. Your target audience may have common characteristics, they may share a similar demographic, but likely they share a common problem. If you are serving a unique niche, this would be your target audience as well.

Example:

"My Target Audience is struggling moms, people with life overwhelm and stress, recovering from abusive situations - and people that just want more from their lives."

My target market is . . .

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How we do this? How are you different?

Ask yourself this question, “What frustrates me about my industry?”
Another question is, “What is the one thing I want to see change?”

This will help you understand what is different about what you are doing.

Example

I see the gaps. One therapy is good, but I combine multiple disciplines to give a holistic and big-picture solution.

My differentiator is:

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Putting it together

Ideally, you will want to write your Unique Value Proposition with at least three of the answers to the questions. You will be using your UVP to create your headline.

Clarity is your friend. This isn't a tagline and it is important to be crystal clear.

When it comes to your headline, you will use your UVP to create that. We look at a simple framework for a UVP-based Homepage Headline shortly.

Simple Headline Formula

A simple headline you can use with your answers in the worksheet is shared by [Steve Blank](#):

"We help X do Y by doing Z"

We help {target audience} do {benefit} by doing {differentiation}.

I help people that want more from their lives - be it struggling moms, overwhelmed executives in career crises or people trying to recover from emotional abuse by offering a tailored and multidisciplinary holistic therapy that gets results and puts you back on track.

Notice there is no use of the question "Who are we?" It still works because you know more about who they are by what they do.

Example: We help weekend warriors get back in the game by using our high-tech, low impact adjustment machine. {Chiropractor}

Example: We help homeowners eliminate painful water bills by sniffing out the invisible leaks in their homes. {Plumber}

We help {target audience} do {benefit} by doing {differentiation}.

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Write your unique value proposition below

We help

do

By

doing

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