

Value Proposition Worksheet

This worksheet will help you quickly create your value proposition. To begin, fill in the blanks with your business or product, your ideal customer, how you're able to eliminate their problem, and the results they will experience by doing business with you.

I am _____ . [Your Professional Identity or Product]

+ I help _____ . [Target Audience]

+ Do or understand _____ . [Your unique solution]

= So, _____ . [Their specific transformation]

After filling in the blanks, put the proposition together and write your proposition a few times so that it flows smoothly for your audience. Good Luck!

Example:

SpringBoard Digital Marketing provides process-based marketing strategies to small business people who want to reach their ideal customers, but need help or don't know where to start.