



The Anatomy of a

VALUE PROPOSITION STATEMENT

Your **Value Proposition Statement (VPS)**

(AKA *Unique Selling Point or USP*)

answers the following three questions in sentence form:

What do you do?

Who do you do it for?

What benefit do you provide?

The idea is to summarize those three questions into **ONE** succinct sentence, rather than multiple sentences, phrases or a paragraph. You want the reader to be able to quickly identify what you do, and whether or not you are the person that they need to help them with their problem.

The more specific you can get about your niche, product, service or benefit, the better - but don't overthink it, and don't try to be so creative and wordy that you lose your reader's attention or confuse them. Their eyes will glaze over.

Use my example below as your framework or starting point.

EXAMPLE:

We are an extreme outfitter that caters to growth-oriented and transformative female entrepreneurial teams and retreats, by providing outdoor adventures and activities, with the underlying intention of inspiring participants to move through fear & limiting beliefs, foster connections, and improve feelings of personal empowerment.

Start here

- We are a
- I am a

specific area of expertise
(i.e. wellness, business, mindset, branding, nutrition, health, dental, etc.)

+

coach, therapist, trainer
wellness practitioner,
teacher

- who caters to
- who serves
- who works with

specific audience
characteristic 1

+

specific audience
characteristic 2

+

specific audience
characteristic 3

+

broad audience segment
(i.e. women, children,
medical professionals,
etc.)

- by providing

service 1

+

service 2

+

service 3

- so they can
- with the purpose of

desired
result/goal/benefit 1

+

desired
result/goal/benefit 2

+

desired
result/goal/benefit 3

the End.

Now put it to the test...

Does it clearly explain the product or service that you offer?

Does it identify your ideal client avatar - be specific!

Does it convey the benefit of working with you ?

The Final Test - is it written as ONE sentence?