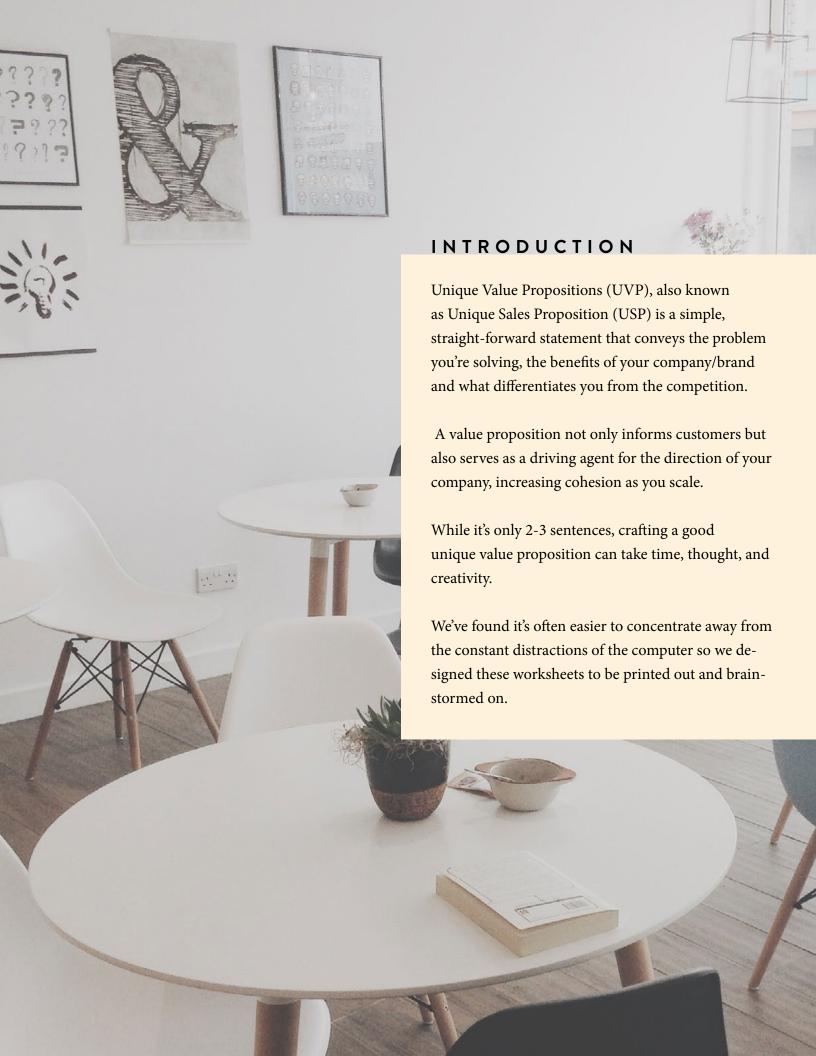


A WORKBOOK



How to Craft an Unique Value Proposition (UVP) That Will Grow Your Brand

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LET'S GET STARTED

1. Which is your brand/business's con	re strength?			
Operational Efficiency	Customer Intima	acy	Product Innovation	
2. Brainstorm what your company does, what problem it solves for customers and what makes you unique. Sometimes uniqueness can be the hardest to see if you're knee-deep in the daily business. If you get stuck, it can be helpful to ask your team, customers or someone with an outsider's opinion.				
What do we do?		What problems do	o we solve?	
Who is our target market?		What makes us un	iique?	

If you come up with a lot of smaller items, can you see any overarching themes that can be connected?

A LOOK AT THE COMPETITION

3. While your UVP should be intrinsic to your brand, customers will be making decisions based on competitive research so it is also important to learn how your competitors are positioning themselves.

List out at least 3 top competitors, try to find their UVP online or make a list of what they likely would say they do, problems solved, do they have a unique aspect?

Competitor:What do they do?

What do they do?	What problems do they solve?
Who is their target market?	What makes them unique?
Competitor:	
What do they do?	What problems do they solve?
Who is their target market?	What makes them unique?

COMPETITION CONTINUED

Competitor:	
What do they do?	What problems do they solve?
Who is their target market?	What makes them unique?
Competitor:	
What do they do?	What problems do they solve?
Who is their target market?	What makes them unique?

GET WRITING

4. Go back to your list and review — which do you feel most closely highlight your strengths and differenciate from the competition? Circle the items you want to include in your UVP.
Now that you have the building blocks, you can start to assemble your UVP. It needs to be clear and simple — avoid jargon and don't worry about being witty or exciting. This formula can be a helpful place to start but don't feel limited to it.
It's easy to get stuck when you think you have to write the one perfect UVP so try writing out at least three variations to see what is the strongest, mix up the order, include different details or word choices.

Basic Formula:

We help X do Y with Z.
We (do) for (target market) to help (problem) with (unique value).

NEXT STEPS

5. Once you have a draft you feel represents your business well, show it to 2-3 people. Include at least one person completely outside your niche to make sure it's understandable.

You can always work with a copywriter to massage the language once you have the core concept. However this is certainly a case where clarity rules over literary prowess.

When it is completed to your satisfaction, share it with your internal team. It can be a useful and easy tool to ensure alignment within your business. Externally, share it on your website, social media, presentations and any other common touch points.

WE HOPE THAT HELPS!

We love to hear from you. For further questions or feedback, contact us at:

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