

Value Proposition	
First Sentence - Value of the Offering	
	Target Customer
For ...	<input type="text"/>
	Statement of the Need or Opportunity
who ...	<input type="text"/>
	Product/Service Category
our (product/service name) is ...	<input type="text"/>
	Statement of Benefit
that ...	<input type="text"/>
Second Sentence - Positioning the Value	
	Primary Competitive Alternative
Unlike ...	<input type="text"/>
	Statement of Primary Differentiator
our product...	<input type="text"/>
	Proof that Benefits can be Delivered
because of our...	<input type="text"/>

Use the above as a guide, tailoring it to your specific situation

EXAMPLES

- I am an award-winning project manager with a strong track record of meeting deadlines on high-impact projects that have saved employers \$10 million and boosted revenue \$15 million over five years, earning three corporate awards and widespread company recognition.
- I am a strong leader who has brought together colleagues of various professional disciplines to work as a team to achieve corporate goals, growing business typically by a minimum of 30-50% over the year while cutting costs by 35%.
- I am a published technology writer with thousands of social media followers who report using my techniques to increase their productivity by 61% and sales by 30% over six months. My content helps people leverage the internet to triple their market reach and cut marketing costs in half when launching new products.
- For people going through professional or personal transitions, I am a credentialed and experienced transformational coach with a strong track record of helping people create unique value propositions, improve networking and interpersonal skills, find professional opportunities that align with their values and goals, and improve their overall life experience.
- For organizations in transition, I am a credentialed and experienced corporate communication and behavior coach and executive with a strong track record of leading high impact initiatives that save millions of dollars, boost revenues and increase market and mind share due to

effective re-branding, innovative use of the communication function and growth of its team members.

What makes a good value proposition:

- Clarity! It's easy to understand.
- It communicates the concrete and tangible results employers will get from hiring you
- It says how you are different or better than other employees
- It avoids hype (like 'never seen before amazing miracle worker'), superlatives ('best') and business jargon ('value-added interactions').
- It can be read and understood in about 5 seconds.

A strong value proposition does the following:

- Creates interest, so that your prospects ask questions and want to learn more. Your value proposition opens the door so that someone might be willing to meet with you instead of blowing you off when you call or mail them for the first time
- Differentiates your offer from your competitors' offers and creates a strong differential between you and your competitors
- Increases the quantity and quality of your job prospect leads and makes getting the offer much easier
- Wins you greater market share/visibility among your targeted segments
- Aligns you more closely to employer needs
- Focuses on your customers' (potential employers) point of view
- Include demonstrated results that will catch the attention of decision-makers—results like increased revenues, decreased costs, improved operational efficiency, and faster times