



# BE POWERFUL *VALUE* *PROPOSITION*

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A SIMPLE HACK TO HELP  
YOU REALIZE THE VALUE YOU  
OFFER THE WORLD AND HAVE  
CONFIDENCE TO DO IT.

## INTRODUCTION:



A powerful value proposition is essential to hold your viewer's attention when they land on your website or read about your business. Some experts say you have between 5 to 30 seconds to hold their attention, connect with the consumer and speak to their problem. Are you immediately conveying the value that prospects will get from your business?

**A weak value proposition = no connection  
to your potential customers**

Writing an effective value proposition doesn't have to be as hard as it sounds. I have created this simple template to get you started. Just fill in the blanks and finagle as required.



## BE POWERFUL VALUE PROPOSITION:



## YOUR STEP-BY-STEP GUIDE

This guide to help you create your value proposition is broken down into four easy steps: (1) identify, (2) audience, (3) your unique solution, and (4) the transformation that will follow by engaging with your message. Here's how they work together:

**1. I AM \_\_\_\_\_ or WE ARE \_\_\_\_\_**

This is where you state what you do...because that's what your readers want to know. Are you a blogger, coach, nurse, pastor, author, real estate agent, musician, speaker, entrepreneur or a combination of these?

**2. I HELP \_\_\_\_\_ or WE ASSIST \_\_\_\_\_**

This is where you drill down and figure out who you should be talking to. Your idea of who your ideal customer is may be different than the audience that will buy from you. I recommend you do some research or send out a reader survey to get an accurate picture of who your ideal customer is. Survey Monkey is a free service and easy to use!

**3. DO OR UNDERSTAND \_\_\_\_\_ or CREATE/FEEL/BE \_\_\_\_\_**

This is where you tell about your unique solution – how you solve your ideal customer's problem. Use an action verb to empower or inform like: find, regain, experience, understand, see, etc.

**4. SO \_\_\_\_\_ or SO YOU DON'T HAVE TO \_\_\_\_\_**

This is where you sell the benefit of what you're offering. Help the audience see what your solution can do for them or help them avoid.



BE POWERFUL VALUE PROPOSITION:



## NOW IT'S YOUR TURN

Here are a few examples to get your started.

**I am a commissioned painter and graphic artist.** My specialty is combining your favorite verse, saying or quote with colors you love to create one-of-a-kind works of art for your home or office. These keepsake original paintings make great gifts!

**We are sisters who love to clean!** We created TWO SISTERS CLEANING DAY household cleaners that work without harming your children or pets. Made from all natural ingredients and essential oils, you'll be able to clean your home without breathing in toxic fumes and leaving behind a gummy residue.

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LET'S WORK TOGETHER!



## NEED HELP?

It's okay if you wrestle with this process a little bit. Hey, if it were that easy, everyone would do it!

If you'd like to work through the steps together, just email me at [hello@christivandervoort.com](mailto:hello@christivandervoort.com) and we can set up a time to connect via Skype.

**YES! I'M READY TO START**

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