

WHAT IS A VALUE PROPOSITION? Example template: We help (**W** = audience) do (**X** = goal), by doing (**Y** = tactics) with (**Z** = differentiator)

DEFINE W

(The Audience)

What types of companies, people, buyers do you typically work with?

Example:
B2B marketers

DEFINE X

(The Goal)

What problems do your customers typically come to you with? Describe the pain point from the prospective of the customer.

Pain #1
Example: Need to drive more qualified sales leads

Pain #2

Pain #3

Pain #4

DEFINE Y

(The Tactics)

What tactics does your business use to solve your customers' problems?

Example:
Pardot Implementation and WordPress optimization

DEFINE Z

(The Differentiator)

When customers buy your product or solution, what outputs do they consider to be the most valuable?

Example:
Our customer-centric approach

WHAT IS YOUR VALUE PROPOSITION?

Example: We help B2B marketers drive more qualified sales leads on their website, through Pardot implementation and WordPress optimization with a customer-centric approach.