
Value Proposition Worksheet

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1. **Define your brand vision.** What do you believe should be true in the world? What is your WHY for your company? Why are you in business?

2. **Identify your value proposition.** What are the key reasons to believe in your company? What are your proof-points and what problem are you solving for? What makes you different and stand out from others? What connects your offerings to your customers? Why will they get excited or interested?

3. **Create your rally cry or elevator pitch.** Why are you in business? Why should people care about your business? (Get it down to one or two sentences. The longer you make it, the harder it is to remember.) And, think about your essential reason to believe or the core of your offer that brings credibility to your brand belief (vision).

To simplify this you can write it out like this: At (company name) we believe

And that's why we _____
