Value Proposition Worksheet

Your value proposition is the promise you make to your customer: the problem you solve, not a list of services. This is Exercise 1. Take 5 to 7 minutes.

1 Start with your customer

Who is your primary customer? Be specific:

What problem are they trying to solve?

What outcome do they want?

What might stop them from choosing you?

2 Fill in the formula

We help (who):

solve (problem):

by (how, in plain language):

so they can (outcome):

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Value Proposition Worksheet (continued)

3 Turn it into a homepage headline

- [ ] Keep the customer and the outcome. Drop anything that's about you
- [ ] Aim for one short line a visitor understands in a few seconds

My headline:

Supporting line (who it's for, where, or how):

4 Test it

- [ ] Read it to a customer or friend
  Can they say back what you do and who it's for?
- [ ] Does it answer "Am I in the right place?"
- [ ] Share it in the chat during the session, or bring it to office hours

Maple Lane Bake Shop (fictional)
Formula: "We help Boston office managers feed their teams with fresh breakfast and lunch trays, delivered set up and on time, so their meetings run smoothly." Headline: "Breakfast and lunch catering for Boston offices, delivered on time."

Common mistakes
Listing services instead of the problem you solve. Using words only your industry uses. Trying to speak to everyone at once.

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