

UNIQUE VALUE PROPOSITION

What are three reasons why a customer should buy from you and not your competitor?

1. _____

2. _____

3. _____

What three things make your company a better choice than your competition?

1. _____

2. _____

3. _____

What three things best describe your target market?

1. _____

2. _____

3. _____

What are three key traits of your target customer?

1. _____

2. _____

3. _____

What are the three primary benefits of your service or product that you provide to your target market?

1. _____

2. _____

3. _____

