



Value Proposition Builder

Connect a real customer need with a useful, believable benefit.

Choose one offer. Short answers are enough. Write what you know, then mark what still needs evidence.

1 Choose one offer

What product, service or idea are you describing?

2 Build the four parts

1 CUSTOMER

Use a real group, not "everyone."

Who is the offer designed to help?

2 NEED

Describe the need in the customer's words.

What problem or desired result matters most?

3 MAIN BENEFIT

Explain the result, not only a feature.

What useful result can the customer receive?

4 CLEAR DIFFERENCE

Choose a relevant and truthful difference.

Why is this approach a suitable choice?

3 Combine your first draft

We help **[customer]** who need **[need or desired result]**
by providing **[main benefit]** through **[difference].**



Value Proposition Builder

Strengthen the message, check the evidence and choose a final version.

A strong value proposition is clear, relevant and honest. Improve the wording without adding hype.

4 Turn features into benefits

Write one important feature, then explain why it matters to the customer.

FEATURE - what the offer contains

BENEFIT - how it helps the customer

5 Check the evidence

How do you know these ideas matter? Tick what supports your draft.

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| ☐ Customer conversations | ☐ Questions or support requests | ☐ Online reviews |
| ☐ Sales or enquiry patterns | ☐ Competitor research | ☐ A small test or first version |

What did the evidence teach you?

6 Make the statement clearer

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|---|--|
| ☐ Can a new visitor tell who this is for? | ☐ Does it explain a useful result? |
| ☐ Is the difference relevant and truthful? | ☐ Could you remove vague words or extra features? |
| ☐ Can the business experience support the promise? | ☐ Does it sound natural when read aloud? |

7 Write your final value proposition

Long version:

Short customer-facing version:

8 Choose one next step

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|---|--|---|
| ☐ Use it as a website headline | ☐ Test it in a conversation | ☐ Compare two versions |
| ☐ Ask a customer what it means | ☐ Improve the offer to support it | ☐ Review it after new evidence |

My next step:
