

THE

UVP

WORKSHEET

This discussion and worksheet will help you figure out your unique value proposition.

You will be ready to immediately apply this training to your website.

THE UVP WORKSHEET

PROSPECT

Which 4% of customers generate 64% of revenue? Consider factors such as purchasing frequency and lifetime value.

PROBLEM

What challenge or need led you to [product/service]?

What specific result did you aim to achieve with [product/service], and why?

PROMISE

What made you choose [product/service] over others?

PROOF

Which evidence (e.g., testimonials, demos) about [product/service] stood out to you, and why?

PROPOSITION

What topic related to [product/service] do you wish to learn more about, and why is it important?

THE HOMEPAGE UVP

HEADLINE

[Big Benefit] for [Ideal Prospect]

SUBHEAD

*[Top Problem/Result Statement or
a BIG Proof Element]*

BULLETS

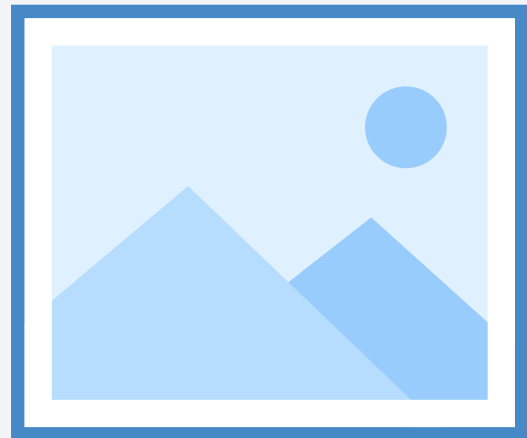
Point of difference benefit #1

Point of difference benefit #2

Point of difference benefit #3

VISUAL

*Choose an image that represents the transformation
or success your customer will achieve.*



CALL TO ACTION

Get [Desired Result] Today