



FRAMING YOUR UNIQUE VALUE PROPOSITION

Your Unique Value Proposition essentially frames up the value of the work you offer and why working specifically with you to do this work is key. It will help you pinpoint what your prospects want and need to know to “lean in” to working with you over anyone else to do this work. It highlights what is unique about you, your process, your approach and your philosophy that has you really stand out and how you benefit this client and the impact you make on their lives and transformation. It does this, however, in looking through the eyes of your ideal client and what they deeply desire and what challenges get in their way. The Unique Value Proposition boils down to why working with you is essential for your ideal client.

Your Unique Compelling Value Proposition will be an important precursor to any messaging or marketing you do. This is the foundational backbone for your verbal positioning, your Website and any Marketing Materials you are creating.

Where to Begin

The research that you have done will be the precursor to this work. It will help you understand truly what your Divine Ideal Client wants and needs and what stands in their way. It will help you identify your particular “sweet spot” of where those challenges/needs/wants overlap with what you want & feel credible offering. It will also give you a sense of what else is out there and how your work standouts out from other people in this space. Once you’ve done this preliminary research, it will help you create a well documented Divine Ideal Client Profile that can help you move into this worksheet. Without that, you could be attracting the wrong client or not attracting anyone successfully due to lack of clarity and specificity. It will also be difficult to fill out this worksheet! Once you are clear on your DIC, then you have a sense of what they long for and how you can truly help them. Once you have flushed this out, answering the following questions should be fairly “easeful”.

Diving Into Your Compelling Value Proposition

Diving into the following questions will help you ascertain the important elements to your Unique Compelling Value Proposition:

- What outcome, impact and results do I create for my client (metrics and proven results are helpful)
- What is “in it for them” to work with me?



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- Why is this work “Essential” and not a “nice to have/do”?
 - How does my work transform my clients? How do I help them “bridge the gap” between where they are (when they begin) and where they want to be (when they complete with me)?
 - What is unique about my process or how I work with clients?
 - In what ways have I deviated from the “norm” of what is usually offered in my space?
 - What are some things my clients say about working with me in testimonials that demonstrates my unique value?
 - How do I help solve the unique challenges and pain that my clients experience?
 - What are the top attributes/strengths I bring to my client (my unique value) -
*note – this is a good question to ask your existing, happy clients if you haven’t heard this from them already
 - Who are my competitors and how are we similar and how are we different?
 - Why do my clients chose me over other “competitors”
 - What is my unique stance or philosophy around my work that I’m willing to claim and put a stake in the ground around?
 - What do my clients care most about in relation to my services?



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- What else makes me different and unique?
 - What do I care about and take a stand for that my prospective clients should know about?
 - What parts of my personality do I want to show through to my perspective client?

Summing up Your Unique Compelling Value Proposition

Summarizing your Compelling Value Proposition can help you narrow down the most important messages to be sharing about you, your brand and your offers. I recommend choosing 5-10 bullets that best describe what is unique and compelling to your ideal client about working with you. It's what I call the "So What, Who Cares?". Add this to your "My Brand Story" document