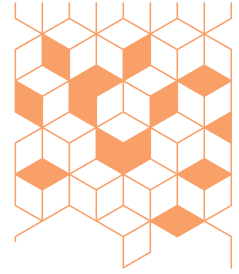


Create



Unique Value Proposition

Although it should be short and to-the-point, a Unique Value Proposition is not a slogan, tagline, or high-level mission statement. Rather, it describes the problem your idea solves and what makes your product or service the right solution.

As you craft your Unique Value Proposition, make sure it's easy to understand, communicates specific results your user will get, and explains how it's different and better. Your value proposition should be able to be read and understood in five seconds!

Here are a few examples of strong value propositions:

- **Unbounce** – Build, Publish & A/B Test Landing Pages Without I.T.: Unbounce is a mobile responsive landing page builder for marketers.
- **Proven** – More Applicants, Less Hassle. Proven is the best hiring tool for the restaurant & hotel industry.
- **Skillshare** – Learn New Creative Skills. Explore thousands of online classes in design, photography, business, and more with Skillshare.

Let's get started:

Creating a compelling Value Proposition is easier when you use one of the many proven templates available online. We recommend Geoff Moore's Value Positioning Statement template.

.....
FOR

Your target customer
.....

WHO

Statement of need
.....

OUR

Product/service name
.....

IS

Product category
.....

THAT

Statement of benefit
.....

Unique Value Proposition:

.....
.....

