



# Building Your Value Prop

Use this worksheet to document the value you provide prospective clients. Answer the following questions:

1. Who is your Ideal Client?
2. What is the primary “thing” you provide your ideal clients?
3. What is the primary benefit the “thing” provides your ideal clients?
4. What is the primary pain or desire your ideal client’s experience?
5. Why would someone pay you for your product or service (what is it’s value)?

Take the answers above and create your value prop.

\_1\_\_\_\_\_ is my ideal client  
and they experience \_4\_\_\_\_\_.  
I provide \_3\_\_\_\_\_ through the \_2\_\_\_\_\_ I provide.  
My ideal client values our \_2\_\_\_\_\_ because of \_5\_\_\_\_\_.

Do you experience \_4\_\_\_\_\_ in your business?

This can be used to pitch your product or service: in person, cold calls, voicemails, and emails. Good luck!

With the mindset “**How Can I Help**” you can develop your confidence in sales. Good Luck!