

COMPANY NAME \_\_\_\_\_

A value proposition is a statement/promise of the value the company will deliver. The messaging in your value proposition should be consistent across all marketing initiatives – your website, proposals, networking pitches. It is not a slogan or a tagline, but an attempt to concisely describe the 4 following key elements.

FOR \_\_\_\_\_  
(TARGET CUSTOMER)

WHO \_\_\_\_\_  
(STATEMENT OF NEED OR OPPORTUNITY)

OUR OFFER IS \_\_\_\_\_  
(DESCRIBE OFFER)

THAT \_\_\_\_\_  
(STATEMENT OF BENEFIT)