

Value proposition template

Target customer:

Their problem:

Your solution:

Results:

Distinguishing factor:

Sample Structure

We help **[target customer]** who **[their problem]** enjoy **[your solution]** by **[results]** that **[distinguishing factor]**.

Example

We help startups who need more brand recognition enjoy tangible marketing results by using data-driven SEO strategies that increase website rankability and performance.

Write your value proposition