

UVP WIZARD INTRO

Finding your unique value proposition (UVP) is the core - heck, the heart - of your marketing strategy. It clearly communicates to your customers WHY your product/service is a thousand times better than your competition.

There IS something that makes you stand out from everyone else.

And this is coming from us - we've been running a niche marketing agency, coaching dentists to find their UVPs for 20+ years.

IDENTIFY YOUR UNIQUE VALUE PROPOSITION IN 3 EASY STEPS!

- 1 Answer the questions on the following page.**
Grab those creative cojones and think outside the box.
- 2 Write out your UVP using our template.**
Use your answers to clearly state what sets you apart from the rest.
- 3 Share your UVP with the world!**
Pepper your uniqueness into your sales, marketing, and website.

LET'S DO
THIS!

P.S. Need help? Reach out and ask! We're here for you.



TIP: Fill out the [Core Values Wizard](#) and [Mission Statement Wizard](#) first!
These worksheets will help you craft your UVP.

UVP WIZARD

BUSINESS NAME _____

YOUR AUDIENCE. Who is your target audience?

THE PROBLEM. What is your customers' main problem?

THE BENEFITS. How does your product/service solve your customers' main problem? List out all of the emotional, functional, and self-expressive benefits:

Benefit 1 _____

Benefit 2 _____

Benefit 3 _____

Benefit 4 _____

Benefit 5 _____

Benefit 6 _____

UVP WIZARD CONTINUED

YOUR UNIQUENESS. Why should people buy from you over your competitors?

YOUR CORE VALUES. What were your top 5 words from the Core Value Wizard?

Value 1 _____

Value 2 _____

Value 3 _____

Value 4 _____

Value 5 _____

YOUR UVP. Take your answers and fill in the blanks.

(Don't be restricted to this template. Let the creative juices flow and create your own.)

WE HELP _____ **TO** _____

_____ **BY** _____

NAILED IT!