

# UNIQUE VALUE PROPOSITION WIZARD

**1** Create your UVP in two easy steps.  
**Complete the answers below.** Think outside the box, and dig into how you're different.

**2** Using your answers, create a short, **two sentence statement** that clearly sets you apart from your competitors.

**We Believe...** What do we believe? Why do we have this strong belief?

**By Solving Problems...** What solutions do we offer? How do we overcome obstacles?

**We Help...** Who is our target audience? Who is our community?

**We are Unique...** What differentiates us? Why should our audience care?

**In...** Where is our audience located?

**Our Results Are...** How do others feel about us? How do they benefit?

 **Our UVP:**