**Value Proposition - Alignment Exercise**

Complete the worksheet below beginning with the item Numbers 1-3 as follows. Your goal here is to do the critical thinking to determine whether or not these 3 are in alignment:

1) Your Customer, then

2) Your Recipe, and finally by

3) Writing a draft of Your Value Proposition.

**YOUR RECIPE**

**YOUR CUSTOMER**

**YOUR VALUE PROPOSITION**

Who You Are

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What You Do

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How You Are Different

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Benefits You Offer

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Who are they- Customer Description

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Customer’s driving problems:

Pains, Needs, Wants.

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Results they want – the WIN

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You marketing channels

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