**Your Unique Value Proposition Generator**

**Company:**

**Product/Service:**

**Ideal Customer:**

**Customer**

* 1. Wants (Emotional) - What are the emotional drivers of purchasing?
  2. Fears (Hidden)- Risks of switching to your product?
  3. Needs (Rational) – What are the rational drivers of purchasing?

**What RESULTS are they looking for? How do they WIN?**

**How do your Reach them? Marketing Channels**

**Substitutes** (the inertia you battle) – What do people currently do instead?

**Your Product/ Service**

* 1. Features (How) - How does this work?
  2. Benefits (Why) – Why do people use this?
  3. Experience (What) – What does it feel like to use this product?
  4. How is this Different?

**State your Unique Value Proposition *in less than 12 words***