

The Speaker's Value Proposition Blueprint

Welcome to The Speaker's Value Proposition Blueprint One Sheet!

This is your companion to the free 17 minute video on creating your speaker's value proposition.

You can use this document as a quick start guide to create your own value proposition AFTER watching the video.

You can watch the video here.

Let's get started!

What is a value proposition?

- Value proposition is the problem you solve as a business owner, but it's also the value you bring in the form of a solution.
- Pro Tip- Business owners struggle because they try to solve too many problems at once or over explain it.
- You need to narrow this down to one problem you solve; otherwise, your business will struggle.
- If you can't narrow down your value proposition, then you will waste your own time and money.
- Take a few minutes right now to think about your own value proposition and then write it down.
- What is the one BIGGEST problem you solve for your customers?
- Before you start, just know that the problem you solve has to be tangible. If you can't touch it, it's not tangible.
- Weight loss and making money are tangible, but healing trauma and restoring health are too vague.

Here are some examples to get you started:

Business Type	Value Proposition Example
Relationship Coach	Find the love of your life.
Artist	Happy Walls = Happy Home
Small Business Attorney	Protect your assets.
Business Consultant	Make more sales with high-end offers.
Bookkeeper	Cut expenses and boost revenue

Now try it out for yourself by writing out your value proposition below.