MODULE 3: POSITIONING, NICHE AND OFFER

Build your value proposition

Lesson: The value proposition and the proof behind it · about 15 minutes

Write a value proposition and back every line with proof you can show.

Your business (name, service, main city):

1. **Write the outcome your best clients actually get from you, in their words rather than yours.**

2. **Draft a headline of eight to twelve words and a one-sentence supporting line.**

3. **List every piece of proof you have. Label each with its rung on the proof ladder, from 1 to 6.**

4. **Choose your three strongest proof points. For each, note where the evidence is stored and how current it is.**

5. **List any testimonials you use. Do you have written permission for each? Who will you ask this week?**

6. **Write the 20-second spoken version for inquiry calls.**

Check: can you now

- Write a value proposition with a headline, a supporting line and three proof points
- Rank your available evidence on the proof ladder and fill the gaps
- Check performance claims and testimonials against the Competition Act before publishing

One change you will make this week