Unique Value Proposition

High Level Description ***(less than 25 words, identifies your market and describes what you do for your target customer)***	**(Company Name) is ……..**
Benefit Statement ***Benefits you promise to deliver***	**We work with clients to ……(benefit)** **Our Typical Clients experience (benefits) and (benefits)……**
Value to the Client ***Key value they derive from the benefits of your product/service***	**"Which Means ……"**
Client's Major Issue ***What's the client's major pain/issue***	**Our Clients Hire us because ……** **The Major Problems we solve are ……**
Differentiation ***Why should they do business with you versus your competitor?***	**What sets us apart is …….** **What makes us unique is ……..**