



UNIQUE VALUE PROPOSITION



STAND OUT AND TELL YOUR CLIENTS WHY THEY SHOULD DO BUSINESS WITH YOU

Four simple steps to help you develop a UVP for your project



Increased engagement with your target audience



Builds a stronger profile



Selects the people you want to work with

Value of the UVP



KEY INSIGHT - it's not a slogan. It describes what you do to benefit your clients and how you do it

Works best with in 1-2 short sentences

1

Step 1 - Identify your target client



They have a BIG problem that YOU can solve



They:

- Don't have the expertise to solve the problem
- Are frustrated with their previous attempts
- Are looking for someone new or independent to help them

2

Step 2. Understand their concerns



Walk in their shoes for a day.

Out your own assumptions aside.



3

Step 3 - Identify the concerns that you can help with



Which can you address?



What benefit will this provide to the client?

4

Step 4. Describe your UVP



WHAT your project helps your clients to do



HOW it does this

Examples

The Salvation Army helps provide hope, opportunity and freedom to all Australians without discrimination

We work with the New South Wales community to care for and protect our environment and heritage.

BCG improves the prosperity of Australia's broadacre farmers through applied science-based research, and extension.

Want help with your UVP?

Contact



www.andrewhuffer.com.au