

Value Proposition Example Layout

Name and Opening Statement

HEADING ONE	HEADING TWO	HEADING THREE	HEADING FOUR	HEADING FIVE
<i>Statement pertaining to the business / pressures and heading one</i>	<i>Statement pertaining to the business / pressures and heading two</i>	<i>Statement pertaining to the business / pressures and heading three</i>	<i>Statement pertaining to the business / pressures and heading four</i>	<i>Statement pertaining to the business / pressures and heading five</i>
<ul style="list-style-type: none">bullet points to confirm how you can assist with the problem/pressures pertaining to heading one•••	<ul style="list-style-type: none">bullet points to confirm how you can assist with the problem/pressures pertaining to heading two•••	<ul style="list-style-type: none">bullet points to confirm how you can assist with the problem/pressures pertaining to heading three•••	<ul style="list-style-type: none">bullet points to confirm how you can assist with the problem/pressures pertaining to heading four•••	<ul style="list-style-type: none">bullet points to confirm how you can assist with the problem/pressures pertaining to heading five•••

Timeline/Closing Statement

How to Write Your Personal Brand Value Proposition in Five Steps:

- 1) Identify your target audience - and be specific.
- 2) Understand your target's needs and pain points.
- 3) Ask yourself: What direct value do I provide and what is unique about the way I offer it?
- 4) Connect your value to your target audience's pain points.
- 5) Integrate your value proposition into your resume, LinkedIn profile and networking conversations.