

Value Proposition Example Layout

Name and Opening Statement

HEADING ONE

Statement pertaining to the business / pressures and heading one

- bullet points to confirm how you can assist with the problem/pressures pertaining to heading one

HEADING TWO

Statement pertaining to the business / pressures and heading two

- bullet points to confirm how you can assist with the problem/pressures pertaining to heading two

HEADING THREE

Statement pertaining to the business / pressures and heading three

- bullet points to confirm how you can assist with the problem/pressures pertaining to heading three

HEADING FOUR

Statement pertaining to the business / pressures and heading four

- bullet points to confirm how you can assist with the problem/pressures pertaining to heading four

HEADING FIVE

Statement pertaining to the business / pressures and heading five

- 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.

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