More than an elevator pitch

Bringing your value prop to life

You expect your business partners to quickly, clearly and effectively articulate their core competencies, and your clients and prospects expect the same of you. The challenge has always been how to get started... until now.

It’s all about value

To effectively communicate your value, you have to understand a client’s needs — and then be able to articulate how you’ll meet them. A strong value proposition will help you:

- **Start the conversation.** Engage with new clients and start a discussion tailored to their needs.
- **Stand apart.** Demonstrate how you bring value to their business by presenting a new way to approach and solve their problems.
- **Spread the word.** Attract more customers to your business with referral partners who can now understand and articulate your value proposition with their network.

Bring your value to life

Boiling down your business into a bite-sized look at your core strengths can be challenging, but our digital tool will help you create your customized value proposition in four easy steps.
It's more than words on a page

Your value proposition is more than an elevator pitch or words on a page. A strong value proposition sparks questions and conversation, makes you stand out, and helps referral partners to spread the word about your expertise.

As you get started, ask yourself these questions:

• Does it accurately reflect the core of my mission?
• Does it resonate with my target market?
• Is it clear, simple and succinct?
• Does it sound good when I say it out loud?
• Could it trigger a conversation?
• Is it true?

Keep it personal

Highlight key services about your practice by creating customized versions based on your prospects’ needs. Personalize the piece by entering their name and business information.

Let’s get started

yourvalueprop.com