

Unique Value Proposition (UVP) Worksheet

Use this simple worksheet to help you create a clear and powerful Unique Value Proposition (UVP) for your business. Your UVP should explain what makes your product or service stand out and why customers should choose you.

1. What Problem Does Your Product Solve?

Write down the main problem or need your product addresses.

- What is the issue your customers face?
- How does your product make their lives easier?

Example:

“Our toothpaste fights cavities and keeps teeth clean.”

2. What Benefits Does Your Product Offer?

List the key benefits your product provides.

- What are the most important things customers get from your product?
- What value do they receive?

Example:

“Our toothpaste not only cleans teeth but also freshens breath and whitens teeth naturally.”

3. What Makes Your Product Better Than Others?

Identify what makes your product different from or better than the competition.

- Why should customers choose you over others?
- Do you have special features, pricing, or better quality?

Example:

“Our toothpaste is made with all-natural ingredients, unlike others that use chemicals.”

4. What Emotions or Experiences Does Your Product Create?

Think about the emotional impact or experience your product gives to customers.

- Does it make them feel happy, safe, or satisfied?
- How does using your product improve their day?

Example:

“Our toothpaste gives you a fresh, clean feeling, boosting your confidence throughout the day.”

5. Summarize Your UVP in One Sentence

Combine your answers from the questions above into one clear and simple sentence.

Example:

“Our all-natural toothpaste fights cavities freshens breath, and whitens teeth, helping you feel confident all day long.”

This worksheet helps you build a UVP that clearly explains why your product is the best choice. Use this as a guide when writing marketing messages, creating ads, or talking to customers.