
Crafting a Value Proposition Statement for Your Business

A **value proposition** is a clear, simple statement that explains what your business offers, who it's for, and why it matters. It highlights the specific value or transformation your clients can expect when they work with you or buy from you. Think of it as your business's "why you?" It's a way to quickly communicate how you help, who you help, and what sets you apart.

Your value proposition for your business can develop over time. You don't need to have it all figured out yet! The following sentence structure can give a format to start thinking about it:

I help [specific person or group] do [specific thing] so they can [specific benefit or result].

Some examples:

- I help new moms create nourishing meal plans so they can feel energized and grounded in early motherhood.
- I help small business owners organize their systems so they can spend more time in their zone of genius.
- I help artists build a consistent creative practice so they can finally finish and share their work.

Some Questions to Play With

To start shaping your value proposition, take a little time to reflect on the questions below. Remember, **there are no wrong answers** here, and you can have multiple answers to the same question at this point. The point here is to play, explore, brainstorm, and start noticing what feels most "right" and meaningful to YOU as a building block in establishing your business.

- Who do I feel most excited or called to serve?
- What specific problem, need, or desire does my offer help with?
- What transformation, outcome, or benefit will people experience after working with me?
- What strengths, experiences, or values do I bring that make my approach unique?
- Why does this work matter to me and to the people I want to help?