

## UNIQUE VALUE PROPOSITION OF \_\_\_\_\_ (TITLE)

<b>FOR</b>	[your target customer]
<b>WHO</b>	[need or opportunity]
<b>OUR</b>	[product or service name]
<b>IS</b>	[product category]
<b>THAT</b>	[statement of belief]

### Value proposition example

For burned-out millennials who struggle to destress and relax during the working day, our organic lavender candles help relax nerves and reduce stress and anxiety so you can naturally destress without disrupting your workflow.

**Your value proposition**



## UNIQUE VALUE PROPOSITION OF

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FOR	
WHO	
OUR	
IS	
THAT	

### Your value proposition

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