

Develop Your Unique Value Proposition

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Because every coach is different, learn ways to connect with those that most NEED your help - and those that you most WANT to help. A Unique Value Proposition is a succinct description that communicates to your potential clients what you do, who you work with, and why you are different. The value you bring to your clients is the perceived benefits to be gained from your coaching services. What problems do you help client's address and what pain points do your clients have that you can uniquely engage in helping them explore? What benefits will they gain from working with you? Think about your background, your style, your way of delivery, your coaching services. In what ways do they differ from others who coach?

Introduction

What do I want to learn?

What is a Value Proposition?

5 Questions that must be answered:

Question #1:

Question #2:

Question #3:

Question #4:

Question #5:

Three "Don't"s:

Don't _____ more than you _____.

Don't focus on the _____. Focus on _____.

Don't talk about _____. (at least not much!) My Next Steps.