



Life and Leadership Coaching

# Develop your Unique Value Proposition



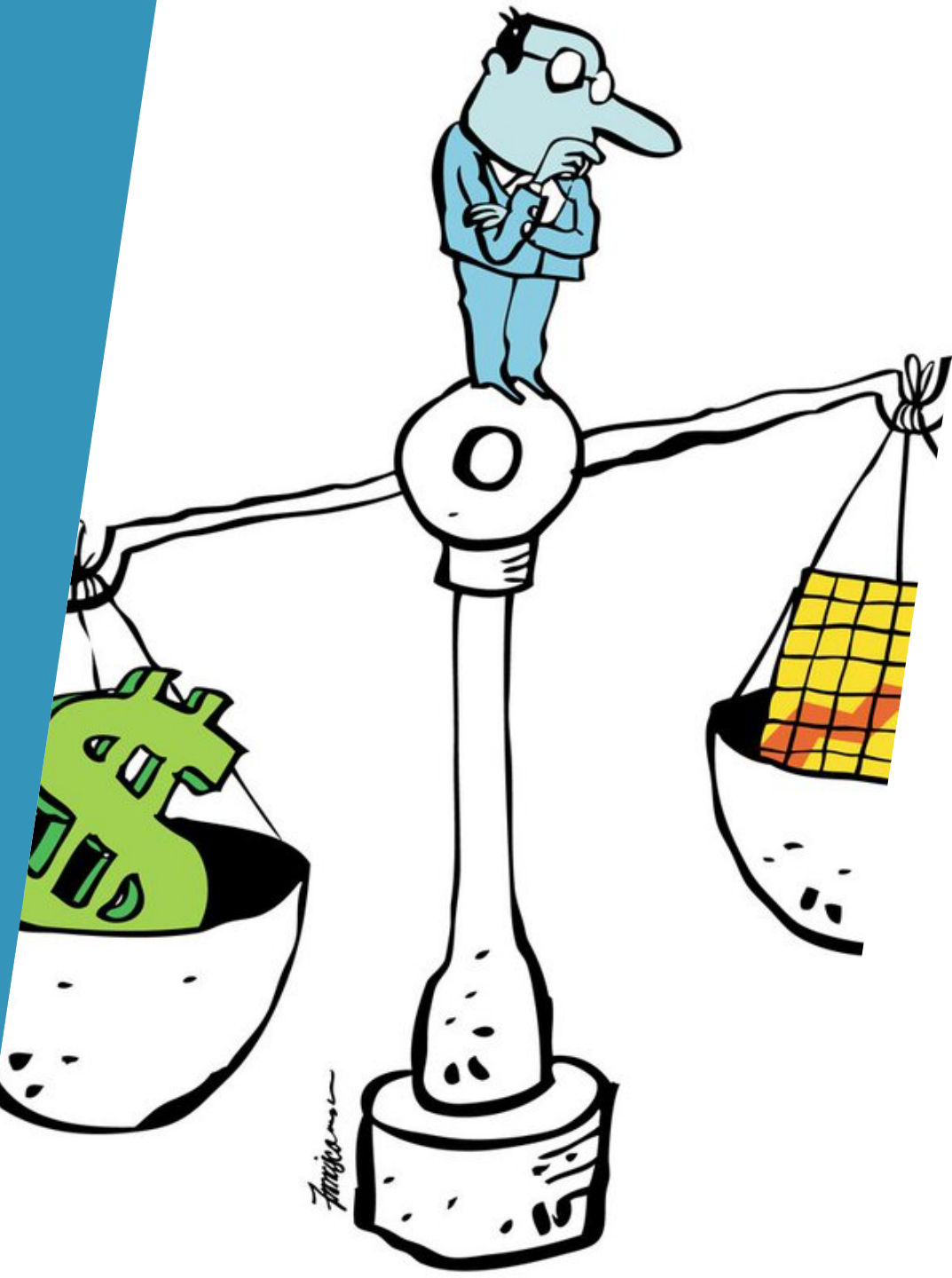
**Bryan Brown**

# Introduction

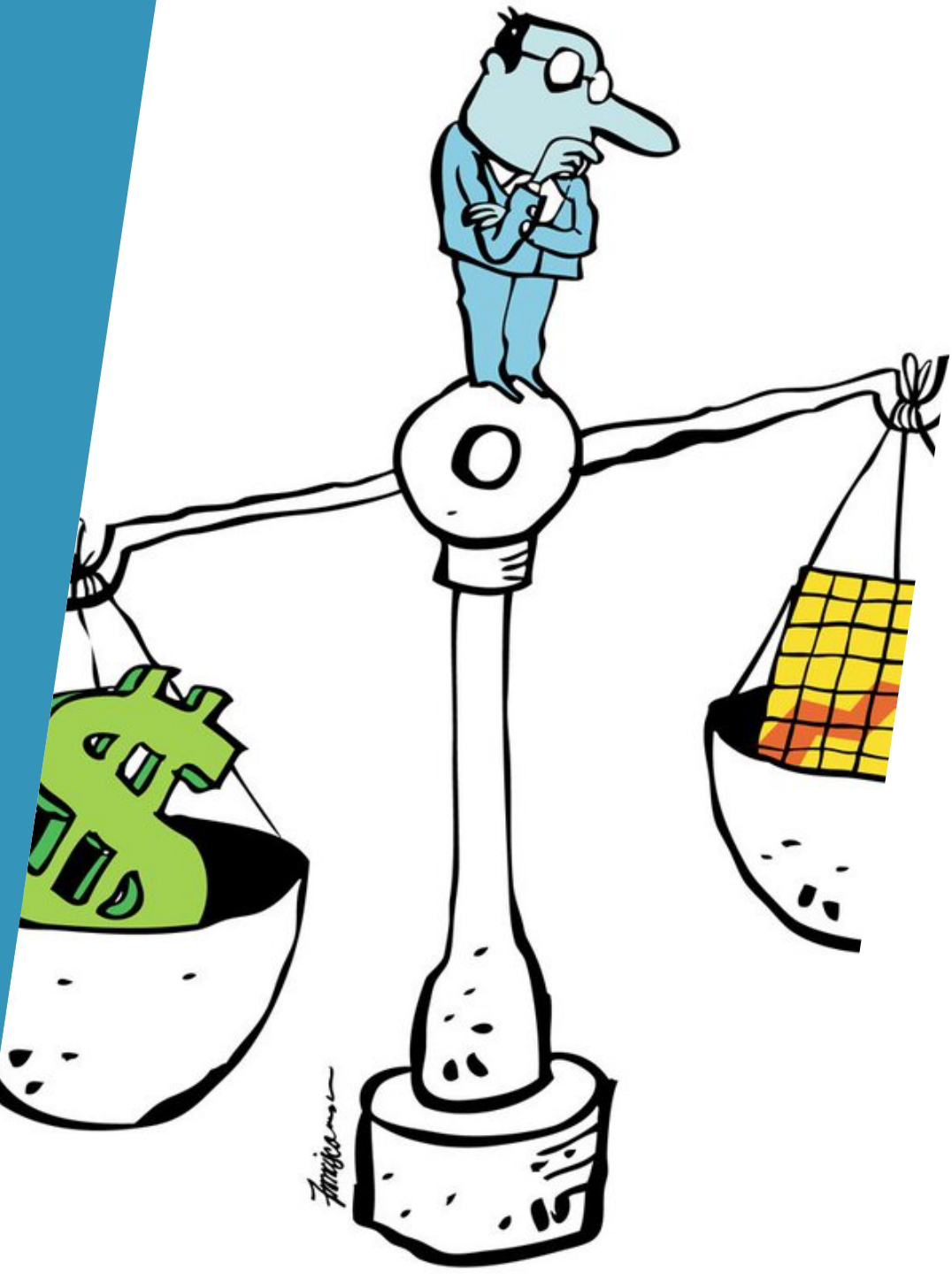
Ground rules

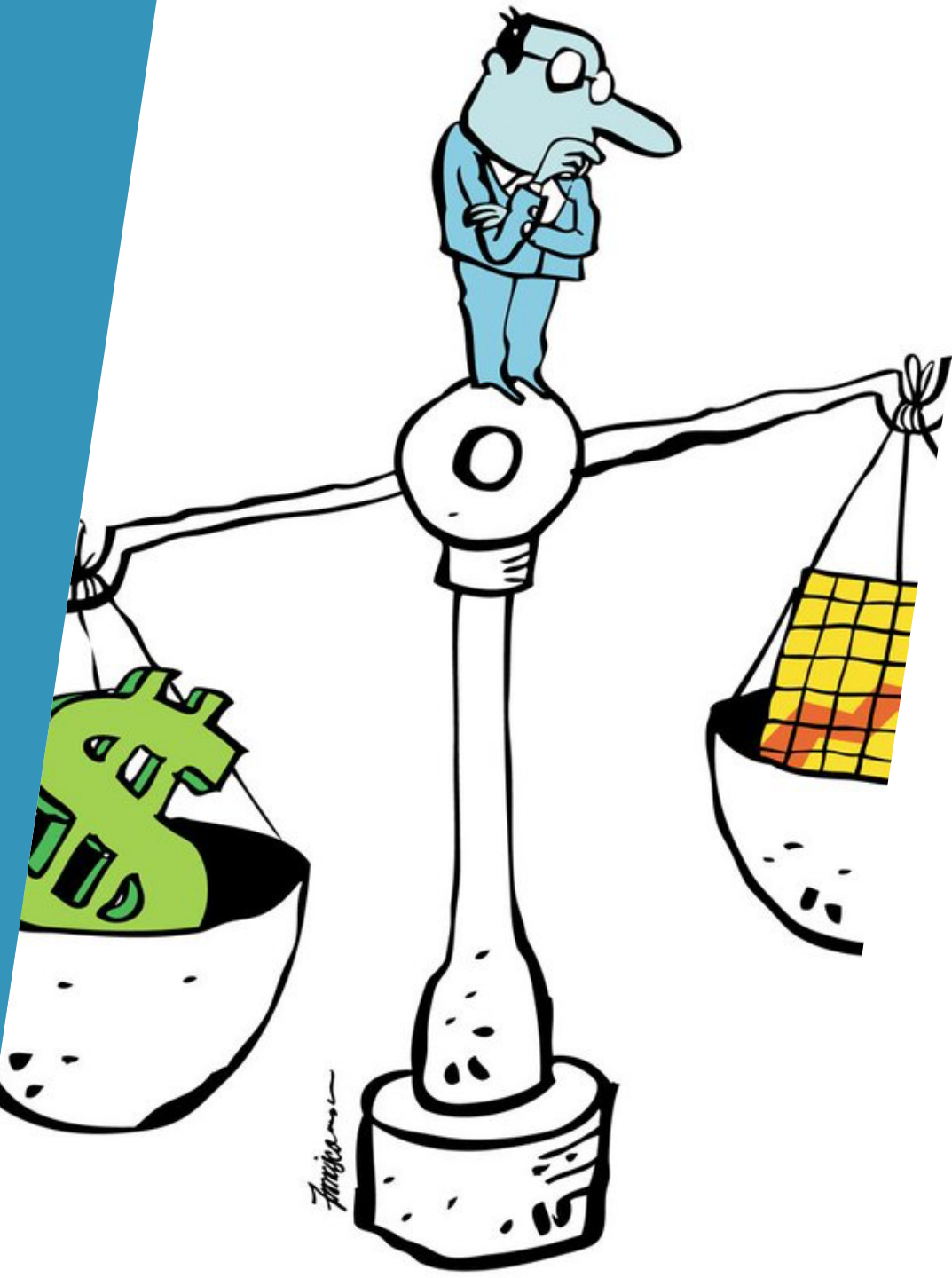
What do I want to learn?



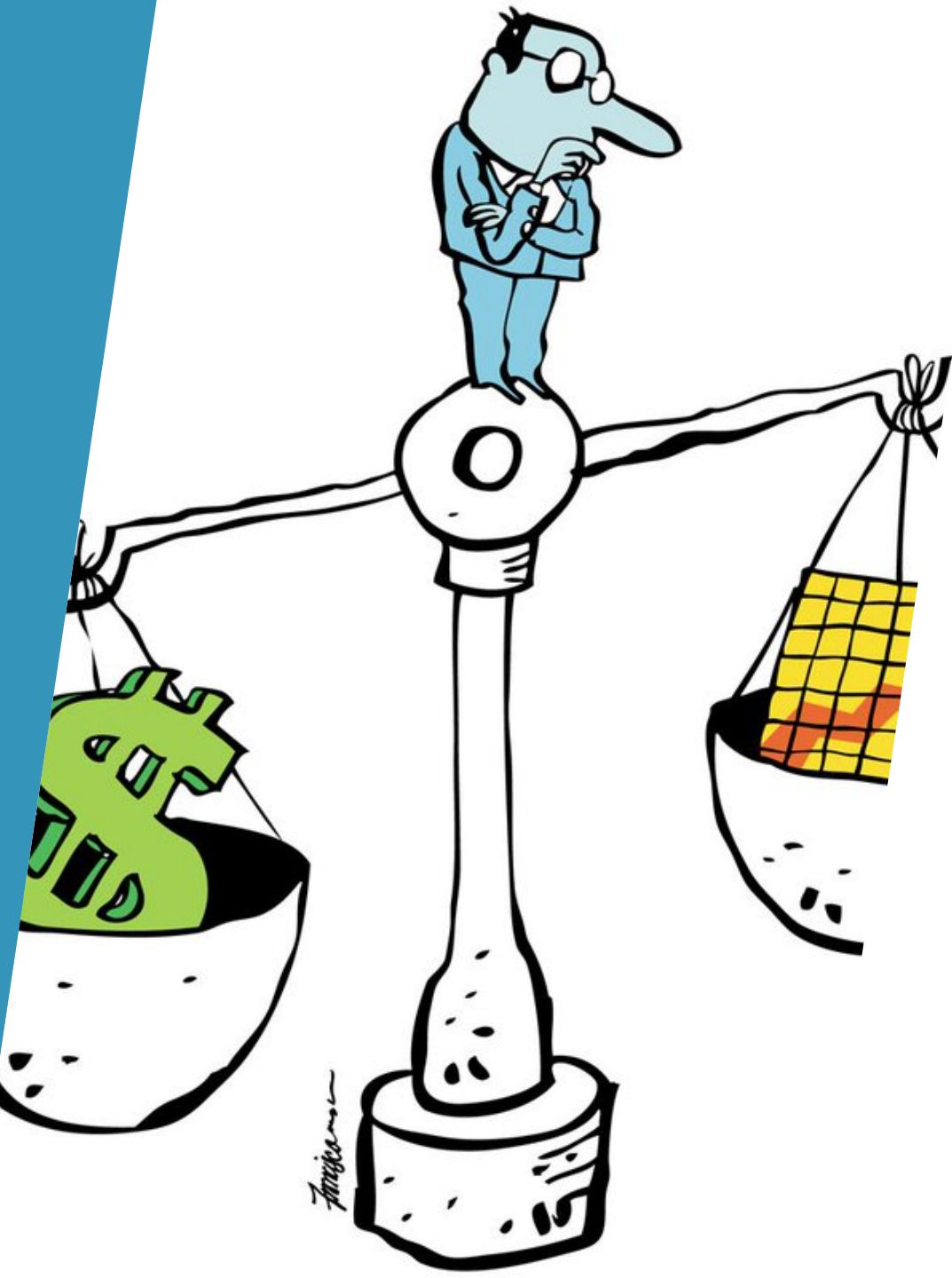


Value Proposition?

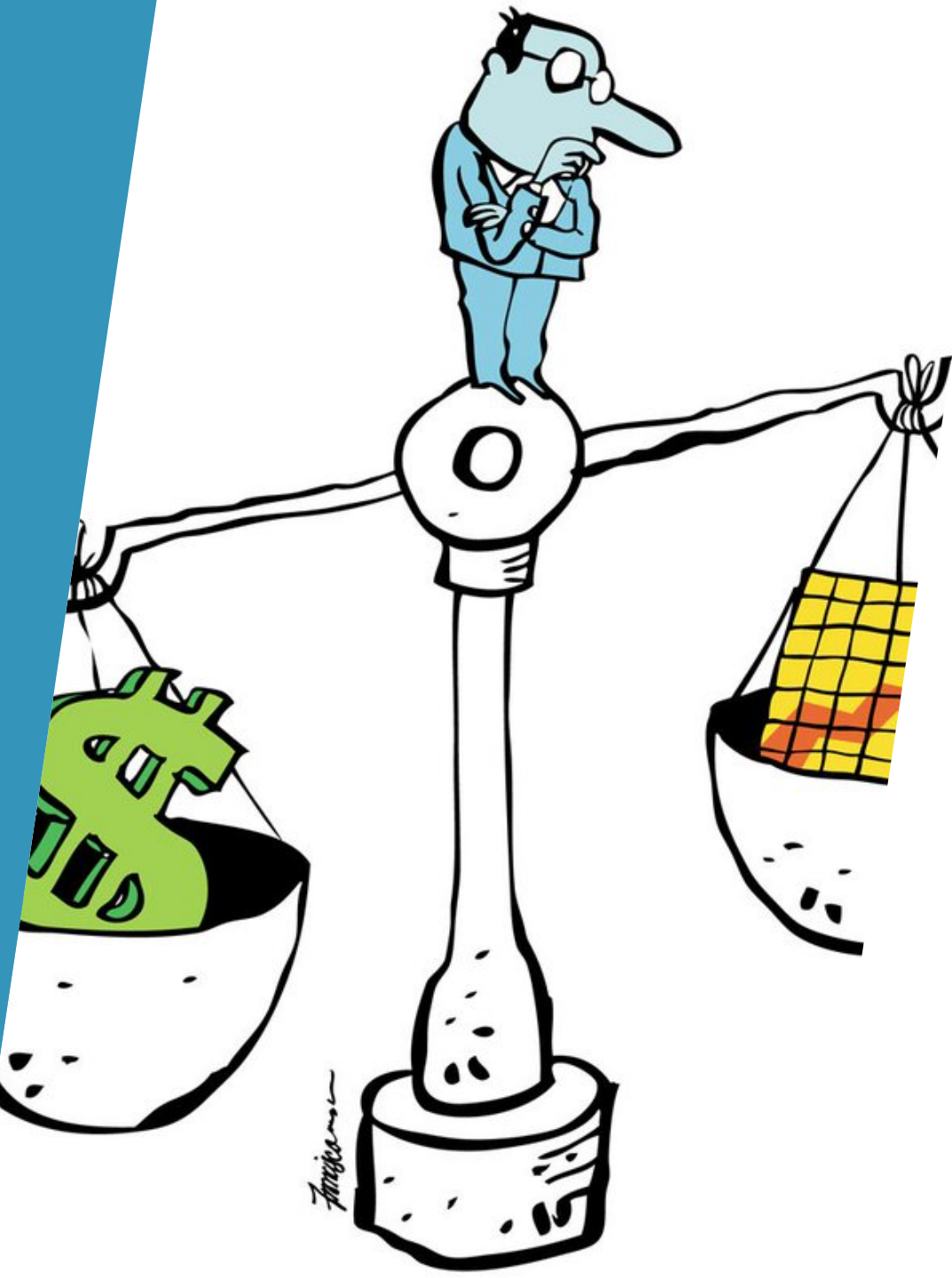




Perceived Benefits



Perceived Benefits  
- Perceived Costs



Perceived Benefits

- Perceived Costs

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= Motivation



# Value Proposition:

## Perceived Costs (-)

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# Value Proposition:

## Perceived Costs (-)

- finances
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# Value Proposition:

## Perceived Costs (-)

- finances
- time
- 
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*BREAKOUT*

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# Value Proposition:

## Perceived Costs (-)

- finances
- time
- 
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# Value Proposition:

## Perceived Costs (-)

- finances
- time
- 
- 

## Perceived Benefits (+)

- 
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- 
-

# Value Proposition:

## Perceived Costs (-)

- finances
- time
- 
- 

## Perceived Benefits (+)

- clarity
- 
- 
-

# Value Proposition:

## Perceived Costs (-)

- finances
- time
- 
- 

## Perceived Benefits (+)

- clarity
- progress
- 
- 

*BREAKOUT*

# Value Proposition:

## Perceived Costs (-)

- finances
- time
- 
- 

## Perceived Benefits (+)

- clarity
- progress
- 
-



# What makes a good Value Proposition?



Clarity

Communicates specific results (benefits)

Explains how it is different / better

Brevity

5 Critical Questions that must be answered...

## Question # 1

What do I have to offer?

*BREAKOUT*

## Question # 2

What is my Ideal Client?

*BREAKOUT*

## Question # 3

What solutions do you  
seek to address?

*BREAKOUT*

## Question # 4

What benefits will your  
client receive?

*BREAKOUT*

## Question # 5

What makes you  
different?

*BREAKOUT*





Do NOT do  
these 3 ...

1. ~~Talk more than you  
Listen~~
2. ~~Focus on the  
Problem~~
3. ~~Focus on  
*COACHING*~~

Questions?

Next Steps?