

WORKSHEET

UVP Template

Now you stitch these items together into a (very) short story. Here's a simple template for your statement:

For [who is this for]

who need [what's the benefit],

[company name] offers [what it is]

because [what's the value].

That's why [what's the guarantee/proof].

Here's an example:

For Luxury Condo Associations in South Florida, My Management Concierge offers signature, personalized management services because our customers demand the very best. That's why we back every contract with our signature guarantee - if your community doesn't see a difference in 90 days, we will help you switch to a competitor, for free.