

Positioning statement

Pull the whole sprint together. Write the value proposition as one customer-first sentence built on your lead strength. Then write three selling propositions from your benefit chain, each answering “why choose you” with proof.

UNIQUE VALUE PROPOSITION

ONE SENTENCE — ATTRACTS ATTENTION

The outcome you deliver to your ICP, better than any alternative, in their words, with a hint of the emotional desire.

UNIQUE SELLING PROPOSITIONS — PROVIDE THE PROOF

USP 1

A specific, provable reason to choose you. From your lead strength.

USP 2

A second provable reason. From a different supporting strength.

USP 3

A third provable reason. Aimed at your buyer's biggest objection.

Rule of thumb: the value proposition **attracts attention** , the USPs **close the sale** .