



Value Prop Template

Step 1: Quantify your past experiences into 5 variables.

1. Impact - Either a result, deliverable, or best case...both
 - a. Result - Generated 1,000 views, Decreased time by 45%
 - b. Deliverable - Built a 1-pager, Built a Wordpress website
 - c. Both - Built a Wordpress website that generated 1,000 views/month
2. Time - How long did it take?
3. Cost
4. Proof - Artifacts or reviews
5. Relevancy - Skills, Technologies, Industry (think of this as a wrapper)

Example: Built a wordpress website for a veterinary practice in 4 weeks, for \$10,000, that resulted in average 55 new customers a month.

- **link a review or artifact*

Step 2: Translate this across common channels

- Examples of channels:
 - LinkedIn
 - Personal website
 - Proposal template ([use ours!](#))

Step 3: Copy/paste these into relevant channels when you see an opportunity

- Instead of spamming your resume across 100 job portals, copy/paste these value props when relevant.

[>> Upgrade to a full leader portal HERE](#)