

Your Personal Value Proposition
For Business Development

A. Sketching Out Your Value Proposition

I serve one or more of the following basic client needs:

If I were asked about my “strengths,” I would list the following:

The technical skills I bring are:

My role fits into the client’s big picture by:

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I have already delivered similar value to similar clients, such as:

1) _____

2) _____

3) _____

4) _____

My ideal/targeted engagements would specifically require me to:

I will do a great job fulfilling those needs because:

If some of my value proposition for this role comes from outside of my current business, such as volunteer work, I have added value in the past by (especially helpful for new business owners):

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If this new engagement has aspects that I have not yet performed in other roles, my transferable skills and talents that prepare me for the challenge include:

Distinguishing myself from others who might have more, less or similar experience, I am a better hire because:

I consistently receive positive feedback that I:

Additional notes (if any):

B. Summing Up

My highest value proposition overall (i.e., where I excel) is:

Some questions I can use to engage clients include:

My “elevator pitch” of who I am is:

My vision and/or the tailored value I can deliver to a target client (i.e., specific problem-solving for its most pressing needs) is:

Problems I have solved for other clients (see above for reference) include:

1)

2)

3)
