[](https://www.smartsheet.com/try-it?trp=12065&utm_source=template-word&utm_medium=content&utm_campaign=Value+Proposition-word-12065&lpa=Value+Proposition+word+12065)**Value Proposition Template**

VALUE PROPOSITION

|  |  |
| --- | --- |
| FOR | [your target customer] |
| WHO | [statement of need or opportunity] |
| OUR | [product/service name] |
| IS | [product category] |
| THAT | [statement of benefit] |

Value Proposition Example

|  |
| --- |
| For freelance writers who have trouble getting their clients to pay on time, our software package tracks past-due payments and sends automated reminders so you can spend your time earning money, not tracking it down. |

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