**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. |

|  |
| --- |
| **DISCLAIMER**Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |