

# A Creative Entrepreneur's Unique Value Proposition Is Just the Beginning.

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Here is part one of 7 exercises to do to uncover your Unique Value Proposition .....and so much more.

**1. Know your customer**

Sit down and write a full page or more about what your best client or customer looks like, what they physically look like, where they work, how old they are, where they eat, what they do on the week-end, what their family looks like, where they bank, where they vacation, why they buy, what their spending habits are, what their successes are and what their challenges are etc. Have fun with this and really get *creative*. When you discover “who” they are you can be better prepared to serve their needs and understand them.

**2. Talk to the people you work with that work with your clients or talk to your clients**

Find out what objections or complaints they have about your industry in general. Really ask a lot of questions and don't take anything personal. Focus only on what might not be working for the client or customer. Once you uncover a pattern of what the problem is, you'll know how to position your self even better, as the solution.

**3. Test the price**

Once you have put a bid out there you can't raise the price for that particular customer so make sure you ask for what you deserve. Do some research about your market and check out what the competition is doing. Call around as a perspective customer or client.

**4. Use the benefits not just the features of your product or service.**

The benefits answer the customers question “What's in it for me?” or “How will this benefit me?” It's good to explain what their life will be like without you or if they don't take action now. Write a few features your product or service provides and then three benefits for each one. You'll uncover the winner or maybe a top 10 list.

**Come back next week for part 2**