

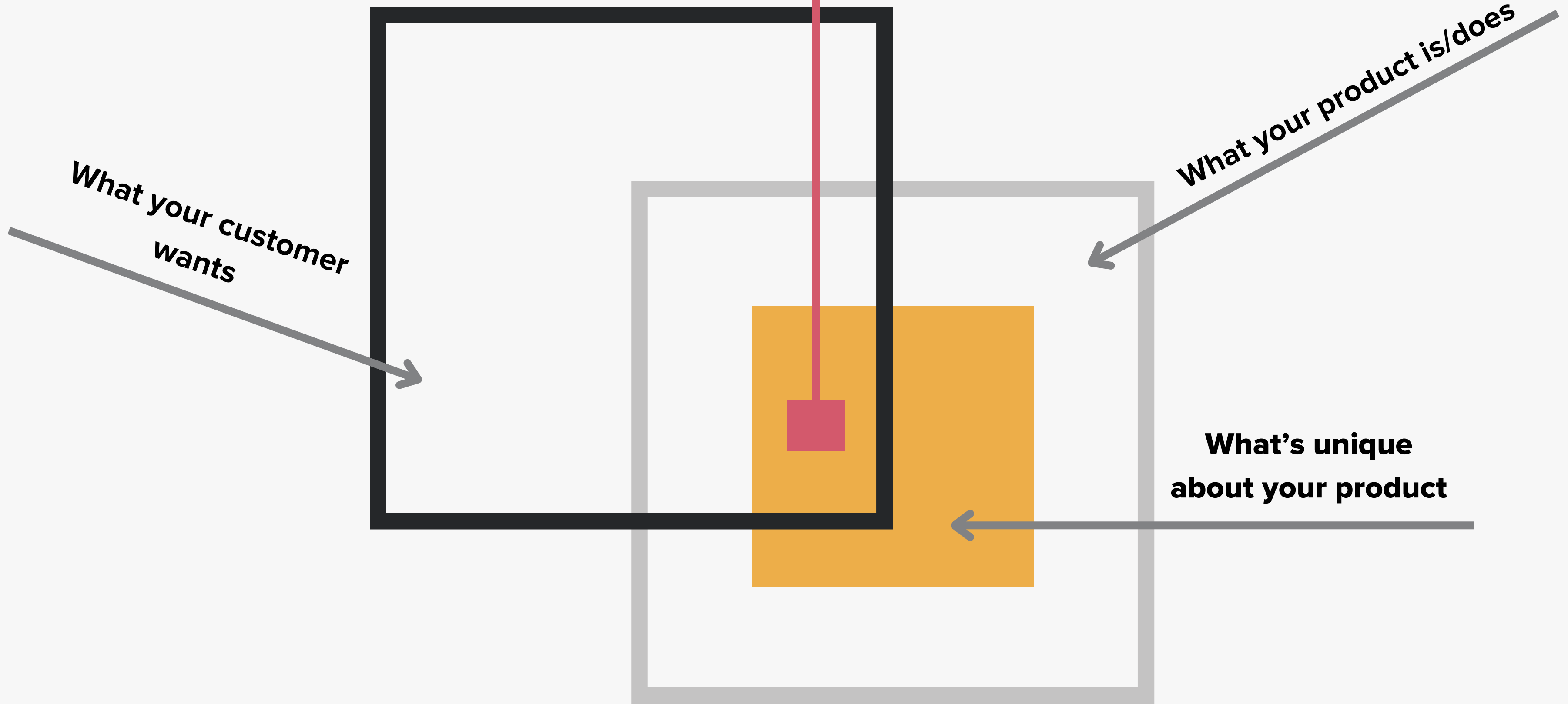


CREATING YOUR UVP Worksheets

[Click here to go to the article with details on how to use this worksheet.](#)

HOW TO FIND UNIQUENESS IN YOUR VALUE PROPOSITION?

BEST UVP



What your customer wants

What your product is/does

What's unique about your product



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BRAINSTORMING YOUR UVP

Instructions:

Use this template to gather data.

Product Feature	Unique?	Related Pain Point(s)	Severity (out of 5)	Frequency (out of 5)	Total Score	Desirable Outcome

Notes:

A large rectangular area filled with a light grey grid pattern, intended for taking notes. The grid is enclosed by a thin grey border.

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