

# FLOAT

DESIGN

A WORKBOOK



## How to Craft an Unique Value Proposition (UVP) That Will Grow Your Brand

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## INTRODUCTION

Unique Value Propositions (UVP), also known as Unique Sales Proposition (USP) is a simple, straight-forward statement that conveys the problem you're solving, the benefits of your company/brand and what differentiates you from the competition.

A value proposition not only informs customers but also serves as a driving agent for the direction of your company, increasing cohesion as you scale.

While it's only 2-3 sentences, crafting a good unique value proposition can take time, thought, and creativity.

We've found it's often easier to concentrate away from the constant distractions of the computer so we designed these worksheets to be printed out and brainstormed on.

## LET'S GET STARTED

1. Which is your brand/business's core strength?

Operational Efficiency

Customer Intimacy

Product Innovation

2. Brainstorm what your company does, what problem it solves for customers and what makes you unique. Sometimes uniqueness can be the hardest to see if you're knee-deep in the daily business. If you get stuck, it can be helpful to ask your team, customers or someone with an outsider's opinion.

What do we do?

What problems do we solve?

Who is our target market?

What makes us unique?

If you come up with a lot of smaller items, can you see any overarching themes that can be connected?

## A LOOK AT THE COMPETITION

3. While your UVP should be intrinsic to your brand, customers will be making decisions based on competitive research so it is also important to learn how your competitors are positioning themselves.

List out at least 3 top competitors, try to find their UVP online or make a list of what they likely would say they do, problems solved, do they have a unique aspect?

### Competitor:

What do they do?

What problems do they solve?

Who is their target market?

What makes them unique?

### Competitor:

What do they do?

What problems do they solve?

Who is their target market?

What makes them unique?

## COMPETITION CONTINUED

### Competitor:

What do they do?

What problems do they solve?

Who is their target market?

What makes them unique?

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What do they do?

What problems do they solve?

Who is their target market?

What makes them unique?

## GET WRITING

4. Go back to your list and review — which do you feel most closely highlight your strengths and differentiate from the competition? Circle the items you want to include in your UVP.

Now that you have the building blocks, you can start to assemble your UVP. It needs to be clear and simple — avoid jargon and don't worry about being witty or exciting. This formula can be a helpful place to start but don't feel limited to it.

It's easy to get stuck when you think you have to write the one perfect UVP so try writing out at least three variations to see what is the strongest, mix up the order, include different details or word choices.

**Basic Formula:**

We help X do Y with Z.

We (do) for (target market) to help (problem) with (unique value).

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## NEXT STEPS

5. Once you have a draft you feel represents your business well, show it to 2-3 people. Include at least one person completely outside your niche to make sure it's understandable.

You can always work with a copywriter to massage the language once you have the core concept. However this is certainly a case where clarity rules over literary prowess.

When it is completed to your satisfaction, share it with your internal team. It can be a useful and easy tool to ensure alignment within your business. Externally, share it on your website, social media, presentations and any other common touch points.

**WE HOPE THAT HELPS!**

We love to hear from you. For further questions  
or feedback, contact us at:

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