



Value Proposition Builder

(For Trades Professionals)

What is a Value Proposition?

A value proposition is a short, clear statement that explains what you do, who you help, and what makes your work valuable or different. You need it to help explain why someone should choose you for a job. You can use your value proposition in emails, introductions, websites, or when talking to potential clients. It is different from a capabilities statement — which lists your experience and qualifications — because it focuses on the benefits you bring to your clients.

Name: _____

Business Name: _____

What service(s) do you provide?

Example: I install and repair heating systems for homes and small businesses.

Who are your typical clients?

Example: Homeowners, small landlords, local businesses, town departments.

What problems do your clients usually have that you solve?

Example: Emergency heating repair, fixing systems that fail inspections, helping people save on energy bills.

What do your clients like most about your work?

Example: I show up on time, I explain things clearly, I do clean and careful work.

What do you do better or differently than others in your trade?

Example: I offer weekend service, I speak Spanish, and I work well with inspectors to get fast approvals.