

WORKSHEET

Value Proposition Worksheet

Define the unique value you bring so every cover letter, interview, and LinkedIn section tells the same story.

Step 1 — Your strengths

- List the top 5 things people consistently come to you for at work.
- Underline the two you most enjoy.

Step 2 — Your proof

- For each underlined strength, write one specific result you produced (with a number when possible).

Step 3 — Your audience

- Describe the type of team or company that needs exactly that combination.
- Name 5 real companies that fit.

Step 4 — Your statement

- Fill the blanks: "I help [audience] achieve [outcome] by [your unique approach]."
- Read it aloud. Edit until it sounds like you, not a brochure.

Step 5 — Use it everywhere

- LinkedIn About section.
- First line of cover letters.
- Answer to "Tell me about yourself."

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