WRITE YOUR VALUE PROPOSITION IN MULTIPLE FORMATS

In business-to-consumer (B2C) markets you often only get a few seconds to get your value proposition across. In this case, what is it?

In business-to-business (B2B) markets, you sometimes have a bit more time to grab your customer's attention. In this case, what is your value proposition in a couple of paragraphs? In business-to-government (B2G) markets, you are often writing bid documentation, so how would you unpack your value proposition in a cover page or exec summary?

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VALUE
PROPOSITION

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2
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1-2 PARAGRAPHS

VALUE	
PROPOSITION	
1 PAGE	