

Use this handy narrative guide to help you craft your unique value proposition (UVP).

<b>HEROES:</b>	For (target audiences)...
<b>STAKES:</b>	who want...
<b>MENTOR:</b>	(Brand) is the #1 provider of...
<b>ANTAGONISTS:</b>	Unlike (competitors) who provide...
<b>JOURNEY:</b>	(Brand) delivers...

Now edit the above into one brief definitive statement that defines your UVP.

<b>UVP:</b>	
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You can clarify your entire brand story to amplify your impact and simplify your life when you [download your DIY Brand Story Strategy Workbook](#).

