



WORKSHEET · POSITIONING

Value Proposition Worksheet

A guided worksheet to name your value in one clean sentence — the one you will use in your resume summary, LinkedIn headline, and elevator pitch.

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AUDIENCE
Any career stage

USE
Complete in one sitting · Reuse ever

Worksheet · Positioning

Value Proposition Worksheet

A guided worksheet to name your value in one clean sentence — the one you will use in your resume summary, LinkedIn headline, and elevator pitch.

What a value proposition is (and is not)

A value proposition is one sentence that names who you help, what problem you solve, and what makes your approach different. It is the anchor sentence for your resume summary, your LinkedIn headline, your elevator pitch, and the first line of every cold email you send.

A value proposition is not a mission statement, not a personal brand, and not a summary of everything you have ever done. It is one sentence. If you cannot say it in fifteen seconds without notes, it is not yet a value proposition — it is still an essay.

The finished sentence you build in this worksheet should take you no more than 12 seconds to say out loud.

Step 1 · Who you help

Name the specific type of company, team, or role that hires people like you. Be as specific as you can without narrowing so far that you exclude yourself from opportunities.

- Industry (e.g., B2B SaaS, healthcare technology, climate tech, financial services)
- Company stage (early-stage, growth-stage, enterprise, public)
- Team or function (marketing, revenue operations, engineering leadership)

Draft: I help _____

Step 2 · What problem you solve

Name the specific business outcome your target companies are trying to produce. Outcomes are things measured in dollars, users, time, or risk — not activities.

- Grow (revenue, users, market share)

- Reduce (cost, risk, time to value, churn)
- Scale (systems, teams, processes)
- Fix (broken workflows, misaligned teams, failing products)

Draft: ...to _____

Step 3 · How you do it — the differentiator

This is the sentence that separates your value proposition from every other candidate with your title. Write down the two or three approaches, methods, or angles that make your work recognizably yours.

- A specific methodology you use (e.g., outcome-driven roadmapping, ICE prioritization, JTBD interviewing)
- A specific combination of skills that is rare in your field (e.g., quant marketing + brand storytelling, engineering + go-to-market fluency)
- A specific type of team or environment you thrive in (e.g., high-ambiguity zero-to-one, post-Series-B scale, cross-cultural distributed teams)

Draft: ...by _____

Step 4 · Assemble the sentence

Put steps 1, 2, and 3 together into one sentence. Read it out loud. Cut every word that is not doing work. The finished sentence should sound like something you could say to a stranger in a coffee line — not like something you wrote for a resume.

Sample assembled sentences:

- "I help B2B SaaS companies scale their product marketing from Series B through IPO by pairing pipeline analytics with tight positioning work."
- "I help hospital systems reduce clinical documentation time by redesigning EHR workflows around the actual sequence of patient care."
- "I help early-stage founders turn one product into a category by building pricing, story, and channel together from month zero."

Write your final one-sentence value proposition here (aim for 20–35 words):

Step 5 · Three pieces of proof

Under your sentence, list three specific accomplishments that back it up. Each proof point should include scope, action, and result.

Proof 1: _____

Proof 2: _____

Proof 3: _____

Step 6 · Test the sentence in the wild

Read your sentence and three proof points to three people who know your work. Ask two questions: Does this sound like you? Would you refer someone to me based on this? If either answer is no, revise before you use it anywhere.

A good value proposition often takes three drafts and one week of use before it feels natural. Do not try to write the final version in one sitting.

Once you have a sentence that lands, drop it verbatim into your resume summary, your LinkedIn headline field, and the first line of your cold outreach template. Consistency multiplies impact.

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