

## Worksheet: Creating Your Value Proposition

### 1. Your belief:

Why did you start your business? What is your purpose, cause or belief that led you to become a mortgage broker? Know what you believe in – and why you do what you do.

### 2. What do you offer? – And to whom?

What do you do? And what is a good customer for you? Having a clear idea about your ideal customers will give prospects confidence that you know your customers, and you know what is best to meet their needs. Know what you offer and the value you add.

### 3. What needs do you solve for your customers?

How are you better than other mortgage brokers? What differentiates you from the competition? What do your customers say about you? Focus on the needs you fulfil.

### 4. Be specific about the actual benefit you deliver

What are several real benefits your mortgage broking service delivers to your customers? What value do you add? How do you help them reach their goals? What is the emotional payoff for your happy customers – what benefit do they get? What is the solution you are offering?

### 5. Write your value proposition statement: