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Create New Revenue by Clarifying Your Core Value Proposition

by Kalika Yap

Lets begin

This is meant to be simple.

Don't overthink it.

The goal is to get to the truth quickly, in plain words.

1. Your best-fit customer

- The customer I most want more of is: _____
- They are trying to: _____
- They feel: _____

2. Wants vs needs

What they ask for (top 5):

1. _____
2. _____
3. _____
4. _____
5. _____

What they truly need (top 5):

1. _____
2. _____
3. _____
4. _____
5. _____

3. Your one-sentence promise (plain English)

Complete this:

"People hire us because _____ ."

Write three versions:

1. _____
2. _____
3. _____

Circle the best one.

4. Look at it in a new way (to spark new revenue ideas)

If our promise is true, what else fits?

- Add-on ideas: _____
- Package ideas: _____
- Underused asset ideas: _____
- New audience ideas: _____

5. Find your "pillow"

List 10 new revenue ideas that match your promise:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

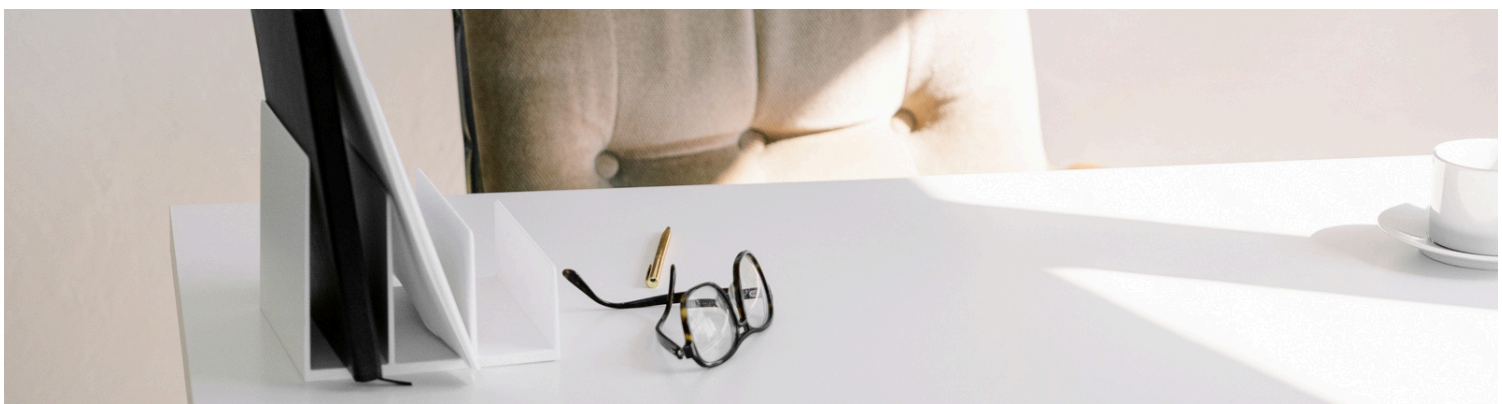
Choose one to test for 30 days: _____

6. Your 30-day test plan

- Who will I offer it to first? _____
- How will I describe it in one sentence? _____
- What result will I track? _____

Conclusion

New revenue doesn't always mean starting over.

Often it means getting honest about what you really sell, saying it clearly, and then letting that clarity spark new ideas that match what customers already trust you for.

> **Your opinion, when you're the customer, is not data.**
>
> *Rob Fitzpatrick*