

DEFINE. DIFFERENTIATE. PROVE.

One-page value proposition canvas.
Five sections, twenty minutes.

If you cannot fill the five sections in twenty minutes, **your value proposition is not clear.**

FIVE SECTIONS

ONE WORKING TOOL

Not theory. The base of all your marketing.

This canvas forces you to articulate why someone should buy from you and not from anyone else. It is not a theoretical exercise: it is a working tool that should inform your copy, your pricing, your emails, and your sales pitch.

Block twenty minutes without interruptions. Open the canvas and write the first thing that comes to mind, unfiltered, unedited. The first pass is for getting the ideas out. You refine later.

RECOMMENDED ORDER

Start with the problem, not the segment. It is easier to define the customer when you are clear on which pain you solve. From problem you jump to segment, then solution, differentiator, and proof.

The canvas as filter

Once complete, use the canvas as a filter for all your marketing: if a message does not connect with at least one of these five sections, it probably should not exist. Review the canvas every quarter, because your value proposition evolves with your business.

Five sections. One page.

Fill it by hand or print and write on it. The questions are guidance, not a form.

01 · SEGMENT

Who exactly you sell to.

Role, industry, size? How do they decide? Where do they spend their time?

02 · PROBLEM

Which pain you solve.

Specific and measurable? What have they tried before? Why did it not work?

03 · SOLUTION

What you offer and how.

One sentence without jargon? How do you deliver it? In what format and timeframe?

04 · DIFFERENTIATOR

Why you and not someone else.

What do you do differently? What can they not copy easily? What would your competitor say they cannot replicate?

05 · PROOF

Evidence it works.

Concrete results? Testimonials, case studies, metrics? How many already use your solution?

TO FINISH

Read it aloud.

If it sounds generic, it is not ready. If it sounds specific and concrete, you have a working base for the next ninety days.

Three concrete moves.

- 01** **Fill the canvas today.** Twenty minutes, no interruptions. Start with the problem, not the segment. No editing; let it come out.

- 02** **Read it aloud to someone who does not know you.** If they understand in thirty seconds, you are close. If they need explanation, there is still work to do.

- 03** **Use the canvas as a filter all week.** Every email, every post, every CTA should connect with at least one of the five sections. If not, it should not ship.
