HILO VIVO
CONSULTING



WORKBOOK

VALUE PROPOSITION

Say what problem you solve, for whom, and why you do it better.

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Defining Your Value Proposition

What Is a Value Proposition?

Your value proposition is the clearest answer to one of the most important questions in business:

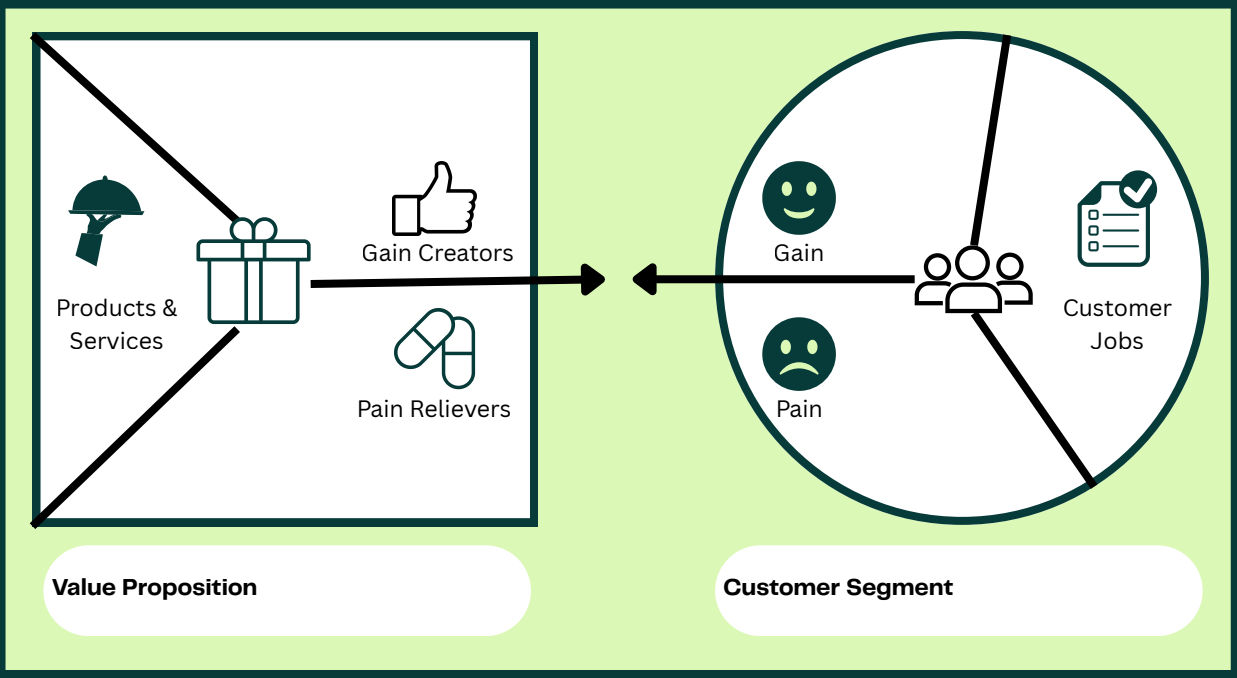
Why should your customer choose you?

It's not about what you sell — it's about what your customer gets.
Think of your value proposition as your promise to your customer. It tells them how you will solve their problem, improve their situation, or make their life easier or better.

"People don't buy products. They buy solutions to their problems."



Two Sides of the Equation



1. Understand Your Customer (Customer Profile)

Before you talk about your product, spend time understanding your customer.



Ask yourself:

- What are they really trying to achieve?
- What stops them from getting there?
- What would success look like for them?

Break it down into three parts:

- **Customer Jobs**: What jobs are they trying to get done?
- Customer Pains: What frustrates or blocks them?
- Customer Gains: What would make them happy or successful?

Questions for you:

- What is your customer trying to achieve every day?
- Where do they struggle the most?
- What do they wish could be easier or better?

Example:

For a traveler looking for accommodation:

- Jobs: Find a safe, comfortable place to stay within budget.
- Pains: Too many options, fake reviews, unclear pricing, unreliable experiences.
- Gains: Fast booking, clear choices, trusted reviews, local experiences.

2. Show How You Help (Value Map)

Once you understand your customer, focus on how your offer makes their life better.

Describe:

- Products / Services: What exactly do you offer?
- Pain Relievers: How do you solve or reduce their pains?
- Gain Creators: How do you create the outcomes they desire?

Questions for you:

- Which pains do your products or services truly solve?
- Which gains do you help create for your customer?
- Are you focusing on what matters most to them?

Example (Airbnb):

- Products / Services: Online platform for booking homes.
- Pain Relievers: Verified hosts, easy search filters, secure payments.
- Gain Creators: Unique stays, local experiences, instant booking.



Step-by-Step Checklist

1. Identify your customer's key jobs.
What do they need or want to get done?
2. List their biggest pains.
Where do they feel frustration, risk, or difficulty?
3. Describe their desired gains.
What would success, happiness, or relief look like for them?
4. List your products and services.
What are you offering to help them?
5. Explain how your offer removes pain.
How does it make their life easier, faster, or safer?
6. Explain how your offer creates gains.
How does it help them achieve more or feel better?
7. Check the fit.
Does what you offer clearly solve the most important jobs and pains? Does it create meaningful gains?



Final Reflection

A great value proposition is not about features — it's about outcomes. The clearer you are about your customer's world, the easier it is to position your offer.

Ask yourself:

If I were my customer, would I care about this?

Does my message make it easy to understand the value I deliver?

Can I explain my value proposition in one sentence?



"The simpler, the better. If your customer can't repeat it, it's not clear enough."



Congratulations on completing your value proposition!

Taking the time to clearly define your value proposition is not always easy — it requires reflection, empathy, and focus. By going through this process, you've done more than just fill out a canvas. You've taken an important step toward understanding your customer and shaping a message that truly connects. This is the foundation of any successful business. Great job asking the right questions and staying committed to doing the work that matters.

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