

**Royal Bank**

**Business Builder**

**Value Proposition**



**Royal Bank  
of Scotland**



**FALL IN LOVE**

with the  
problem

not the  
solution





# Notes

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# Chapter 1 – Falling in love with the problem

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Spend some time reflecting on the following questions for your business, taking time to really think about the problem or need that your business is addressing and how big a problem or need it is...

1. Are you addressing a problem, or a need?
  
  
  
  
  
  
  
  
  
  
2. Ask yourself, what jobs are you doing for the customer?

Or what needs are you satisfying for your customer?

*NB Remember these might be functional, social or emotional jobs or needs.*

3. What is the problem in its simplest form?
  
  
  
  
  
  
  
  
  
  
4. How big is the customer need or pain-point? Is it life or death, or just a nice to have?
  
  
  
  
  
  
  
  
  
  
5. And, how many people does it affect?

# What is value proposition?



**VALUE PROPOSITION**  
is a set of benefits a  
business promises to  
deliver to its customers  
to satisfy their needs.





# Notes

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## Chapter 2 – What is a Value Proposition?

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Now over to you, spend some time reflecting and answering the following questions for your business...

1. Is your business a pain reliever or a gain creator, or both?
2. What pains do you take away, or what value do you add for your customer?
3. Who is your target audience? And by that, I mean, whose pain do you solve, or who do you create value for?
4. What are the benefits for those people?
5. What will they be able to do as a result of your product or service?



## Chapter 3 – Value Proposition Statement

### Example

For non-technical marketers who struggle to find return on investment in social media our product is a web-based analytics software that translates engagement metrics into actionable revenue metrics

### Template

**For (target customer)**

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**Who (statement of the need or opportunity)**

**Our (product/service name)**

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**Is (product category)**

**That (statement of benefit)**





# Actions

Take some time to review what you have learned within this module and write down three key actions that you are going to do as a result to take your business forward. Remember to make them specific, put a deadline on them – and share them with your fellow entrepreneurs so they can hold you accountable.

1. Action One

**Complete by:**

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2. Action Two

**Complete by:**

3. Action Three

**Complete by:**

## Well done, you have completed the Value Proposition module!

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**THANK**  
**YOU**

