

# Step 1: Customer & product profile

Use this form for each customer segment. Print this page several times or duplicate it in CANVA.

**Client**

**Property type**

**Wants**

**Needs**

**Fears**

**Your Service**

What are the wants/need/fears you are trying to solve with your service?

**Patterns**

**Skills**

**Your Expertise**

## Step 2: Creating UVPs

Try different variations. Print this page several times or duplicate it in CANVA.

**I help**

From step 1 - Client

**with**

From step 1 - Select one from section "want, need or fear"

**around**

From step 1 - Type of property

**I am successful  
because**

From step 1 - Patterns/ Skills

**I can assure  
them that**

From step 1 - Your Expertise

Repeat the exercise in 3, 6 & 12 months. Compare your results. Does your UVP change over time?