**Unique Value Proposition Worksheet**

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| **Business X empowers** | **(describe customer segment (s))****Black Birch Chiropractic empowers young women with new families**  |
| **to** | **(describe significant benefits/results to clients)****be healthy role models in their families in the maintenance of their own health**  |
| **by** | **(describe how you deliver those results)****Providing drug free chiropractic care that facilitates the body natural healing processes.**  |

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| **Business X empowers** | **(describe customer segment (s))****Black Birch Chiropractic empowers young active women** |
| **to** | **(describe significant benefits/results to clients)****participate in the maintenance of their health**  |
| **by** | **(describe how you deliver those results)****working one and one with patients to find a plan of care that is tailored for individual success in health and wellness.**  |

**Having an effective UVP will assist you when you create your marketing material.**