**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.**