

# Unique Selling Proposition canvas

the *less is more* methodology

project \_\_\_\_\_

date \_\_\_\_\_

## The problem

what's my client's problem?



## The solution

how do I solve my client's problem?

## The competition

what are my main competitors known for?



## Status quo

what are the common practices in my industry?

## The differences

how am I different from everyone else?



## The features

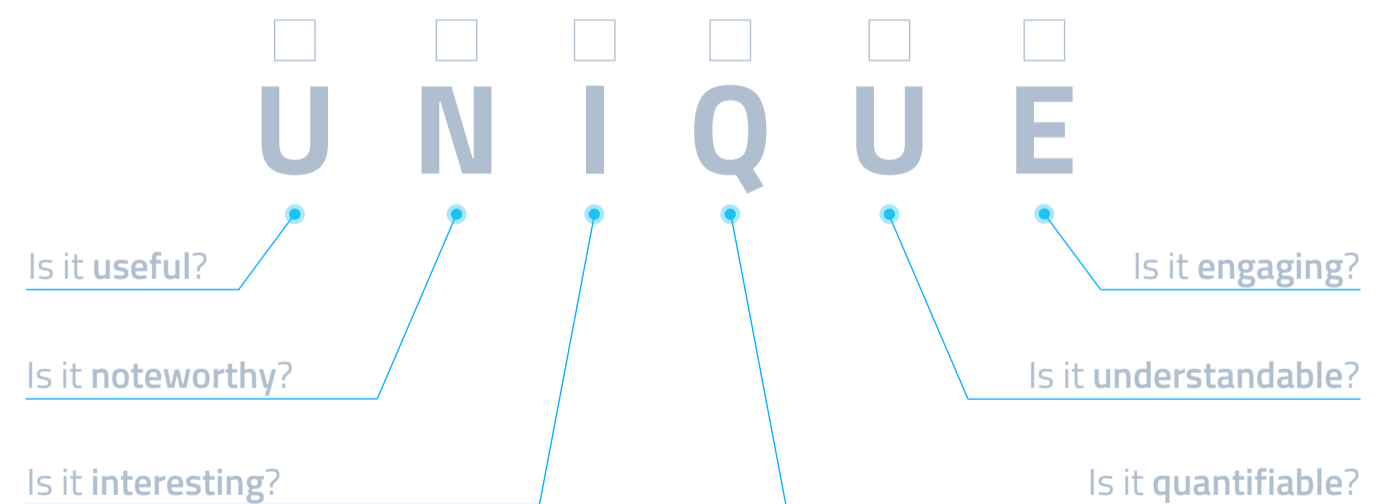
what features do I want to be known for?

We at \_\_\_\_\_ help you \_\_\_\_\_

business name fulfill a need

by/with only/without \_\_\_\_\_ .

unique benefit



Canvas explained: <https://blog.digitalya.co/unique-selling-proposition-canvas-for-startups>.

Step 2 of 8 from the *less is more* digital marketing methodology.

Unique Selling Proposition canvas by Digitalya.  
Licensed under Attribuzon-ShareAlike 4.0 International.