**VALUE PROPOSITION TEMPLATE**

**ERIK SINK**

**ERIK SINK’S VALUE PROPOSITION TEMPLATE**

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| **SUPERLATIVE** | [why this product] |
| **LABEL** | [what is this product] |
| **QUALIFIERS** | [who should choose this product] |

**Erik Sink’s Value Proposition Example**

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| The best-tasting cookie chocolate lovers will ever eat. |

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