

## 1. Back to Basics

A full competitor analysis and review of what your clients think?

## 2. More than Words

Delving into our findings - are they led by:

- Product
- Business
- Emotion
- Benefit?

Thinking about what words are going to resonate with all of your prospects and clients?

## 3. Initial Throw Down

Five to ten initial CVPs created.

**Develop a CVP to shout about, it is a six- step process**

## 4. Thrash Out

Working through what we have done and debate down to the last three.

## 5. Testing

Go back to your valued customers, suppliers and business contacts.

## 6. Final Sculpt

Discussing outcomes and your fully-fledged CVP is born.



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