

EMAIL TO CROWDSOURCE YOUR UVP

Psst... your unique value proposition

Email Title Options: Can I ask... / *Giant Favor Incoming* / Hey [name]

Email Copy:

Hey [name],

How've you been? [Insert question about their life so you can engage them personally, first].

So, I'm reaching out to a small group of people whose candid opinions I value and I trust today – with a big favor to ask.

I'm currently participating in Claire Davis' UVP (unique value proposition) program and she's tasked me to identify the impact I have on others – and I could really use your help.

Would you be willing to share your perspective on these 3 questions for me?

- What do you believe are my three strongest qualities?
- What do you typically come to me for, or where do you see me providing significant value to others?
- What advice do you have for me? What am I missing?

If you have a moment, I'd love to hear your thoughts and will keep them between us. This will greatly help me as I work toward clarifying my UVP and I'm truly grateful for anything you're willing to share.

Also, I know you're busy! Any input, no matter how brief, would be incredibly helpful and if you don't have the bandwidth, I understand, too.

Thank you so much!

[your name]

PS -- Please let me know how I can return the favor. I'm more than happy to and greatly appreciate you considering undertaking this challenge for me.