

How to use the value pyramid

- Between 4 and 7 items are descriptive for product or service
- The higher up in in hierarchy, the better
- Identify the ones that apply to your product or service
- Describe your company in 7 words or less using the model sentence

Write this for either or both large “C” Customer and little “c” customer:

C = The buyer of the product, the person who writes you a check

c = The actual user of the product, which is often the buyer, but not always

[Product name] delivers [Value block item] by [7 words or less]