

how to write a killer Unique Value Proposition



— WORKBOOK —

COMPETITOR RESEARCH

Competitor research is incredibly valuable. For one thing, you have to know what they are offering so that you can differentiate yourself. And you have to differentiate to stand out! Knowing your competitors can also give you insight into what strategies work and what strategies don't. Always keep an eye on your competitors so that when they zig, you can zag!

Competitor	What is their focus?	What do they miss?

LET'S GET STARTED!

Why do I need a Unique Value Proposition?

A unique value proposition is a clear statement of the benefits of your product or service. It tells the reader what benefits they can expect from doing business with you, as well as what sets you apart from the competition.

- Your value proposition tells the reader why they should do business with you.
- It's a differentiator.
- And, it's the first thing they'll read on your website.
- Having a good unique value proposition will also help you make better business decisions by providing a framework of what you do, who you do it for and how you do it. It's a cornerstone of your business!

Know your Mission Statement, Vision and Values!

When I first started setting up my business, I totally skipped over writing a vision, a mission statement and core values. I thought, it's just me and I know my values and my mission is to make money! **DON'T MAKE THE SAME MISTAKE!** Your vision, mission and values are like a compass to guide you through the many decisions you have to make. I cannot stress enough how important they are. Keeping them handy will help make your messaging consistent. Remember consistency leads to familiarity which creates trust. Trust is currency to online businesses.

Write your vision, mission statement and values below:

Vision

Mission

Values

FOCUS ON THE PAIN.

In column 1, write the 3 worst things that could happen without your solution. Be specific. For example, without strong branding your product will not stand out and could easily be forgotten.

In column 2 write a specific job title who would have this problem and how they would say it. For example, a founder might think no one knows his product exists.

In column 3, write the result of your service AND how the customer will feel as a result of your service. Why will they feel this way? Really dig in. We want functional AND EMOTIONAL benefits. For example, the founder's offer will be recognized and he may feel validated. Or, maybe there will be an increase in conversions and he'll feel confident again.

In column 4, combine the columns into a benefit driven statement or two. For example, "Lost your mojo? Get it back with increased conversions! A strong brand identity makes you stand out and be remembered!"

Column 1	Column 2	Column 3	Column 4
1.			
2.			
3.			

INFUSE EMOTION

Now it's time to put it all together. I feel like most value proposition guides skip this part. They give you the pieces and a formula and leave you to it. I'll try to fill in the gaps.

It should be as brief as possible while covering 3 points--what you do, the results they'll get AND how that will make them feel. That last part--how they will feel as a result of your service or product is super important.

People don't buy products, they buy feelings. I've read everything from marketing/sales material to psychology papers and in different words they all discuss the same driving emotions: belonging, security/control, achievement, recognition, growth, excellence, and contribution. The following table lists the emotions along with some words that evoke each driving emotion. This is in no way an exhaustive list, but rather a springboard to boost your thinking:

Belonging: community, connection, join, bond, affiliate

Control/Security: saving money/time, trust, guaranteed, authentic, certified, dependable

Achievement: progress, accomplish, attain, complete, finish, fulfill

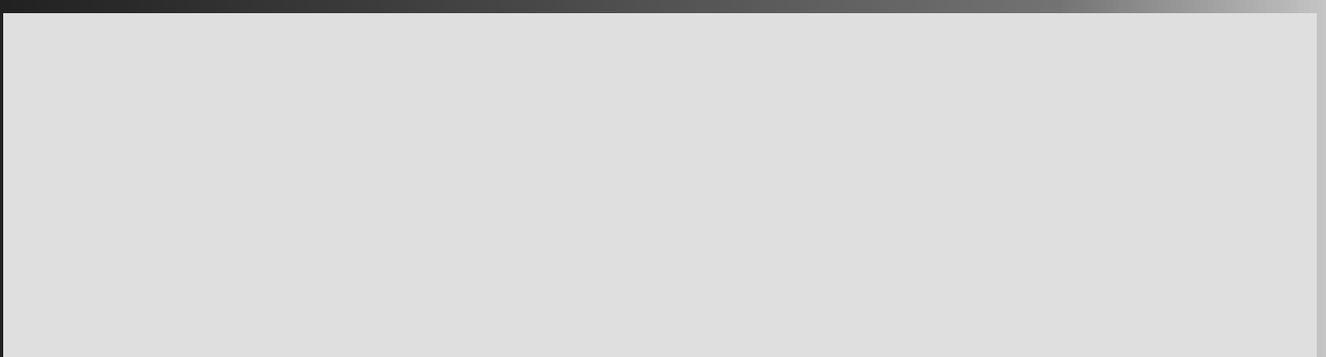
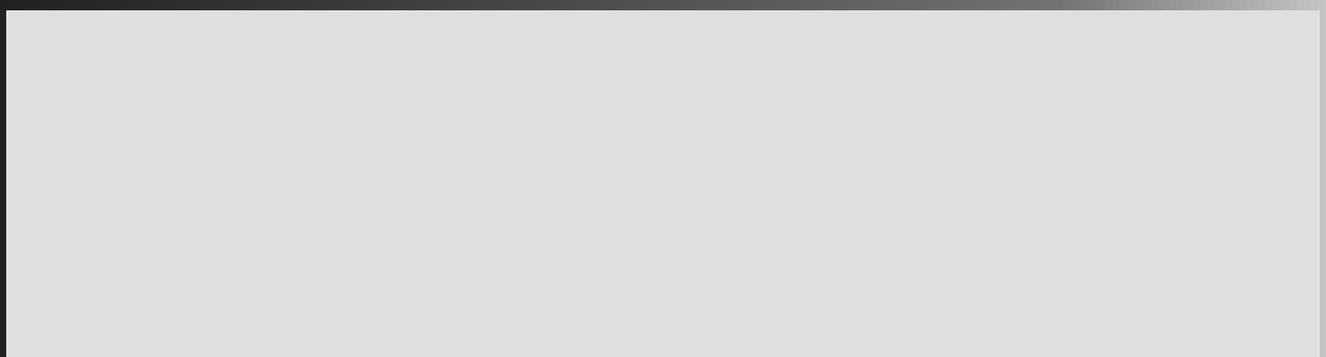
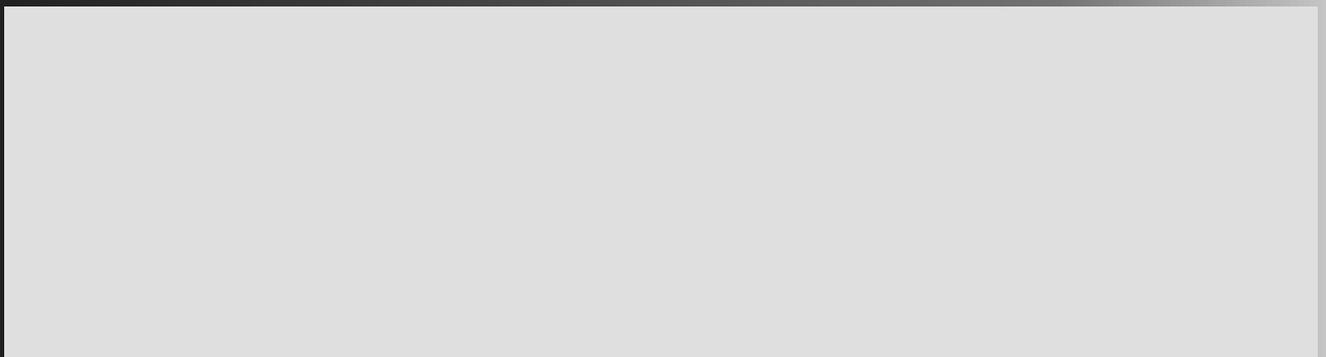
Recognition: gaining status, honor, respect, aware, acknowledge, appreciate, notice

Growth: accumulate money/skills, increase, multiply, rise, escalate, build, magnify

Excellence: self-satisfaction, pride, distinction, worth, quality, mastery, skilled,

Contribution: responsibility, donate, give, present, impact, support, do one's part, involvement

PRACTICE PRACTICE PRACTICE



HIGHLY RECOMMENDED RESOURCES:

Works Cited

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