



CONNECTING THROUGH VALUE

Developing a strong value proposition

WHAT IS A VALUE PROPOSITION?

A value proposition is the motivator for your audience and it answers the question “What’s in it for me?”

This tool can be used in any type of communication, but is especially important in sales and marketing. In order to develop a sales pitch or marketing piece that connects with your customers, you need to first establish a great value proposition to pull them in.

And if you’re promoting or selling yourself a value proposition helps you stand out from others who do similar work because you’ll be able to easily articulate why others should choose you over possible options.

THE VP RECIPE

The recipe for a strong value proposition includes:

- What am I sharing?
- Who am I sharing it with?
- What's the benefit for them?

Here's an example of a strong value proposition:

What Is Marie Forleo's B-School? B-School is an 8 week, interactive video-based training program that teaches smart, effective online marketing strategies to business owners who want more sales and more impact from their online presence.

WHAT'S YOUR PRODUCT VP?

Now it's time to practice writing your own value proposition.

Choose a message to work on such as a product pitch you're struggling with or a meeting you want others to attend. Answer the below questions to create your value proposition.

What am I sharing (product)? _____

Who am I sharing it with (target market)? _____

How will this improve their life (value)? _____

WHAT'S YOUR PERSONAL VP?

Do you know the value you bring to the table?

Whether you're consulting or working for a corporation it's important to have a great value proposition to brand yourself. Here's the recipe for a personal VP.

Your name _____

Who you help _____

What you help them do _____

How that improves their life _____

PERSONAL VP EXAMPLES

Hi, I'm Taylor and I help busy executives find time to focus on what's most important so they can be more productive. - Personal Assistant

I'm Brad and I help caring parents capture moments with their children so they can have amazing memories that last a lifetime. - Family Photographer

Hello I'm Jenny and I tutor motivated students to help them excel in the classroom so they can achieve their goals of getting into their college of choice.