

Value proposition

IS

EXCLUSIVE

How well does it highlight your competitive advantage & set you apart?

PAIN-FOCUSED

How will your product fix the customer's problem or improve their life?

SPECIFIC

What are the specific benefits your target customer will receive?

Value
Prop

IS NOT

DESCRIPTION

A description of your services and passions.

INFORMATION

Information about your company, product and service.

SLOGAN

Write some slogan or catchy phrase for your brand.

Value Proposition Spectrum

CENTRAL VALUE PROPOSITION

Why should your ideal prospect buy from you rather than any of your competitors?

PROSPECT LEVEL

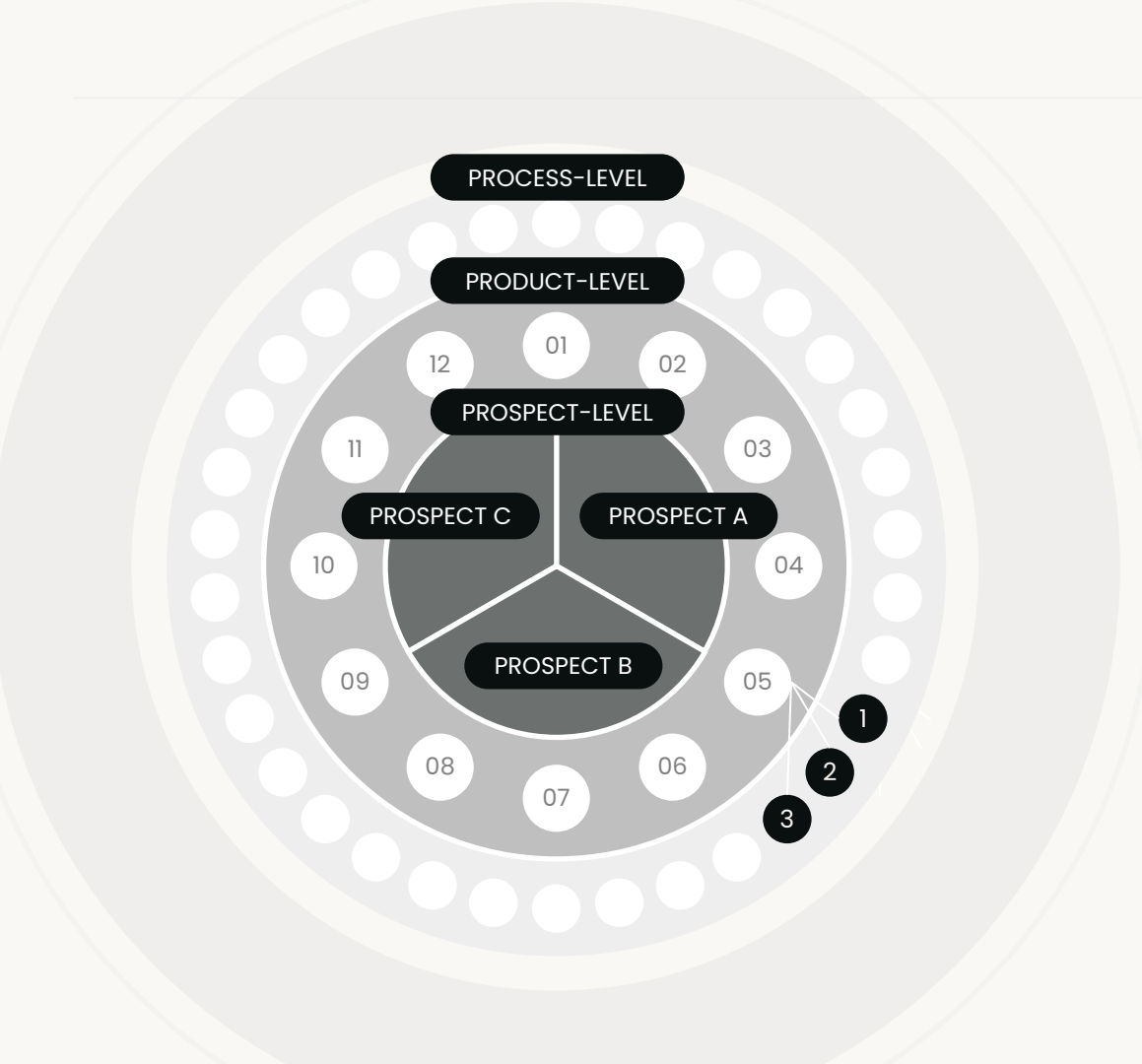
Why should your (Prospect A) buy from you rather than any of your competitors?

PROSPECT LEVEL

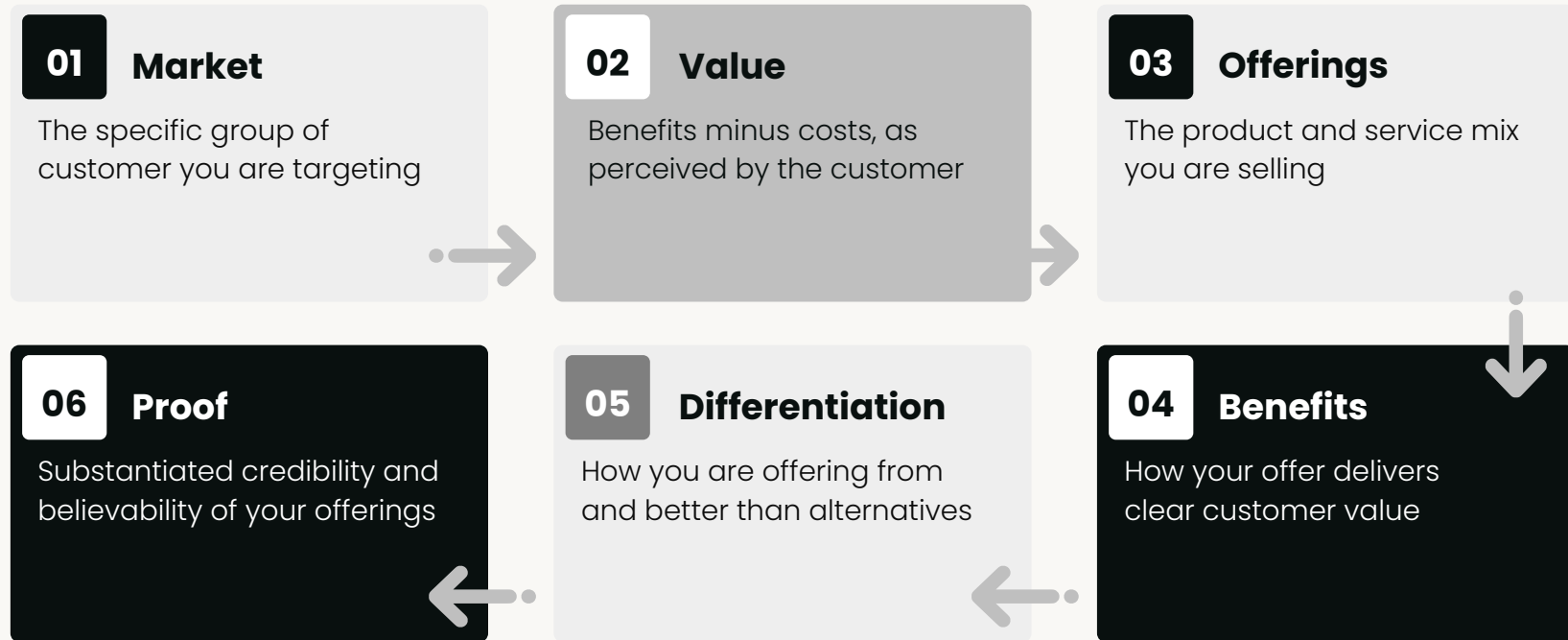
Why should your (Prospect A) buy this product rather than any of your product?

PROSPECT LEVEL

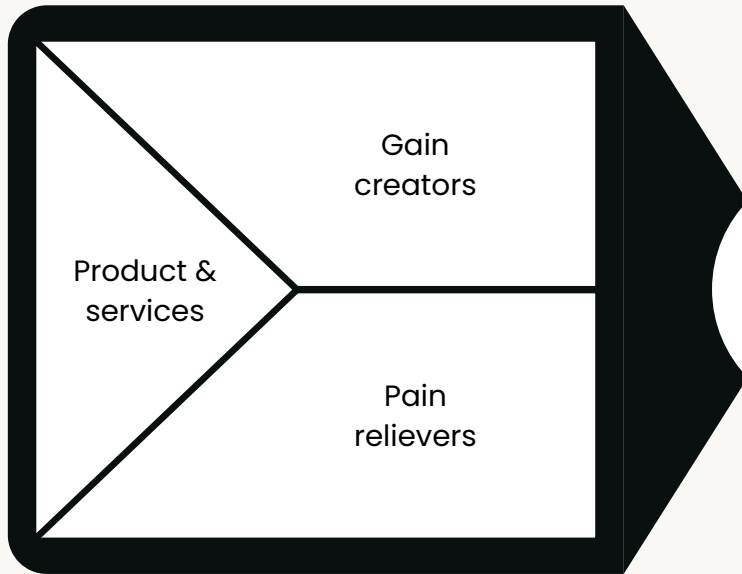
Why should your (Prospect A) click this PPC ad rather than any PPC ad?



Value proposition builder framework

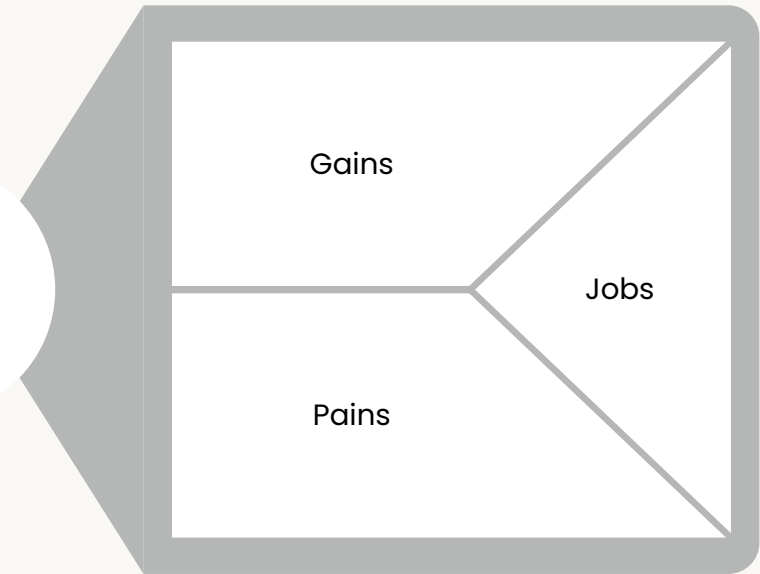


Value Proposition

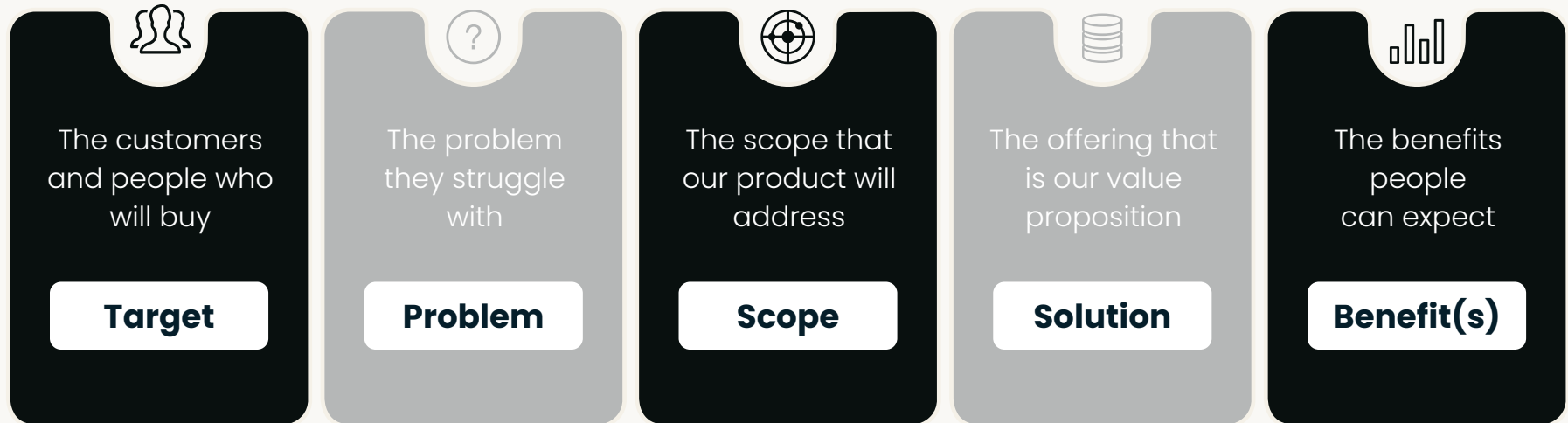


VS

Customer Segment



Creating the value proposition

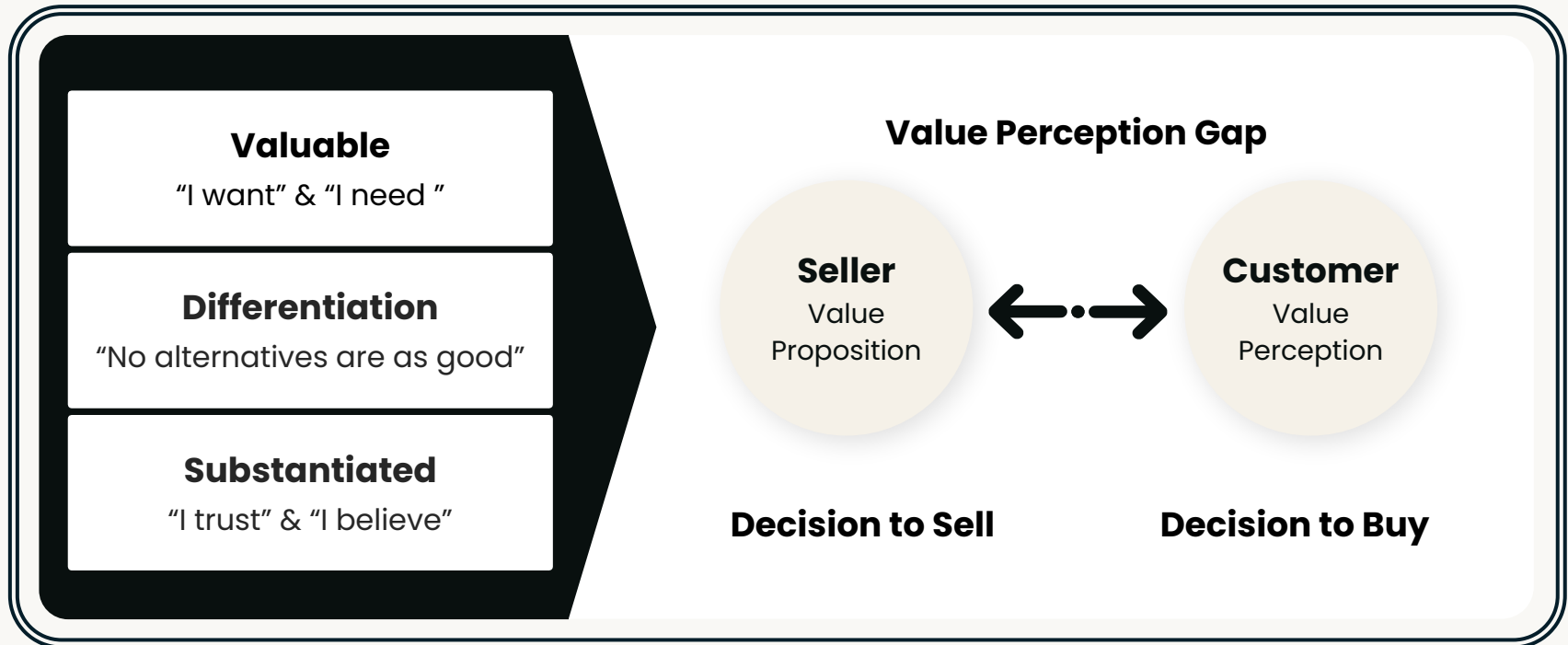


Parts of a Winning value proposition

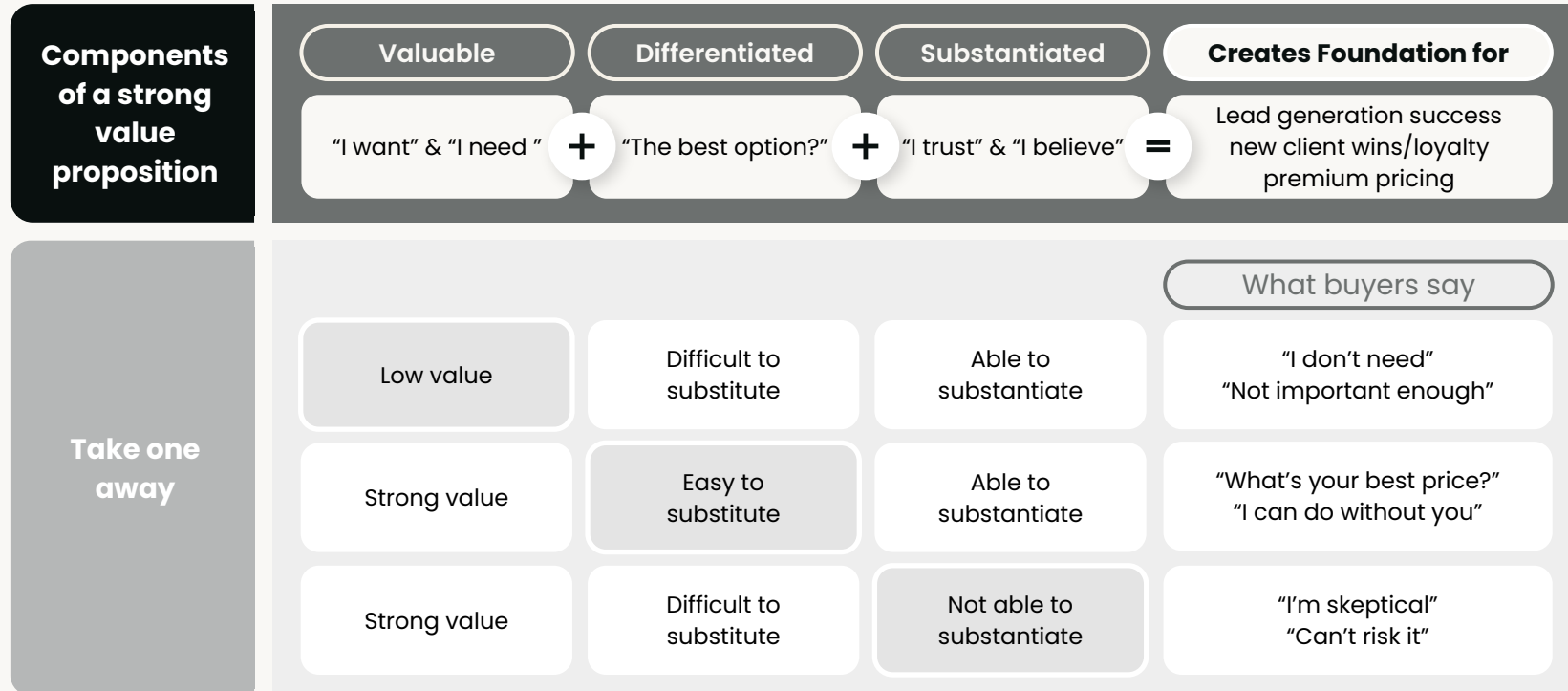
A value proposition refers to the value a company promises to deliver to customers should they choose to buy their product. Value prop can be presented as a business or marketing statement that a company uses to summarize why a consumer should buy a product or use a service.



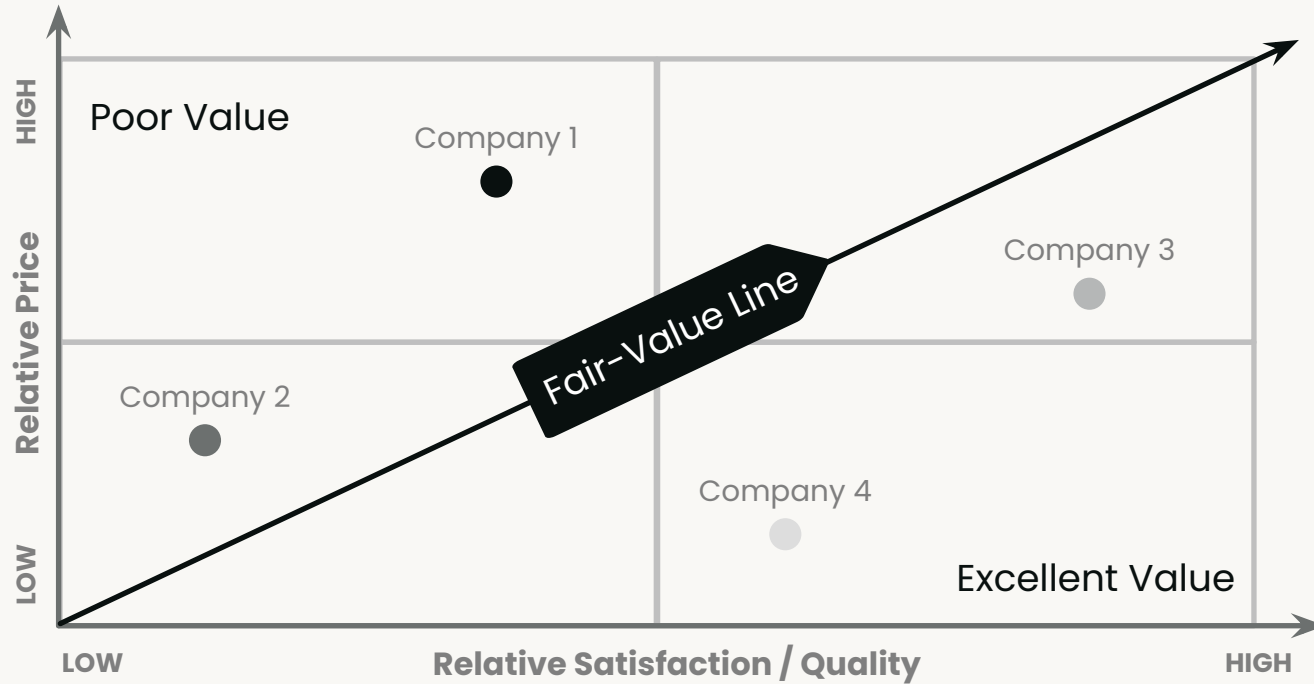
Components of a strong value differentiation



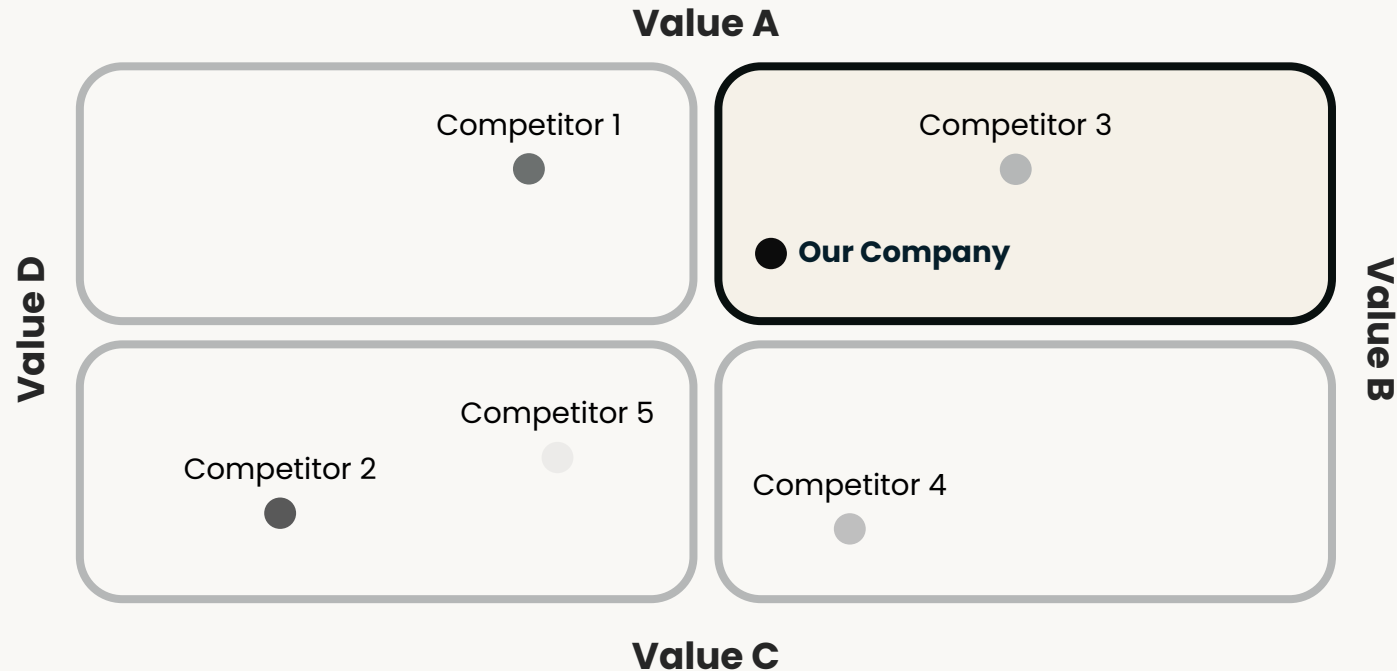
3 Elements of Value Proposition



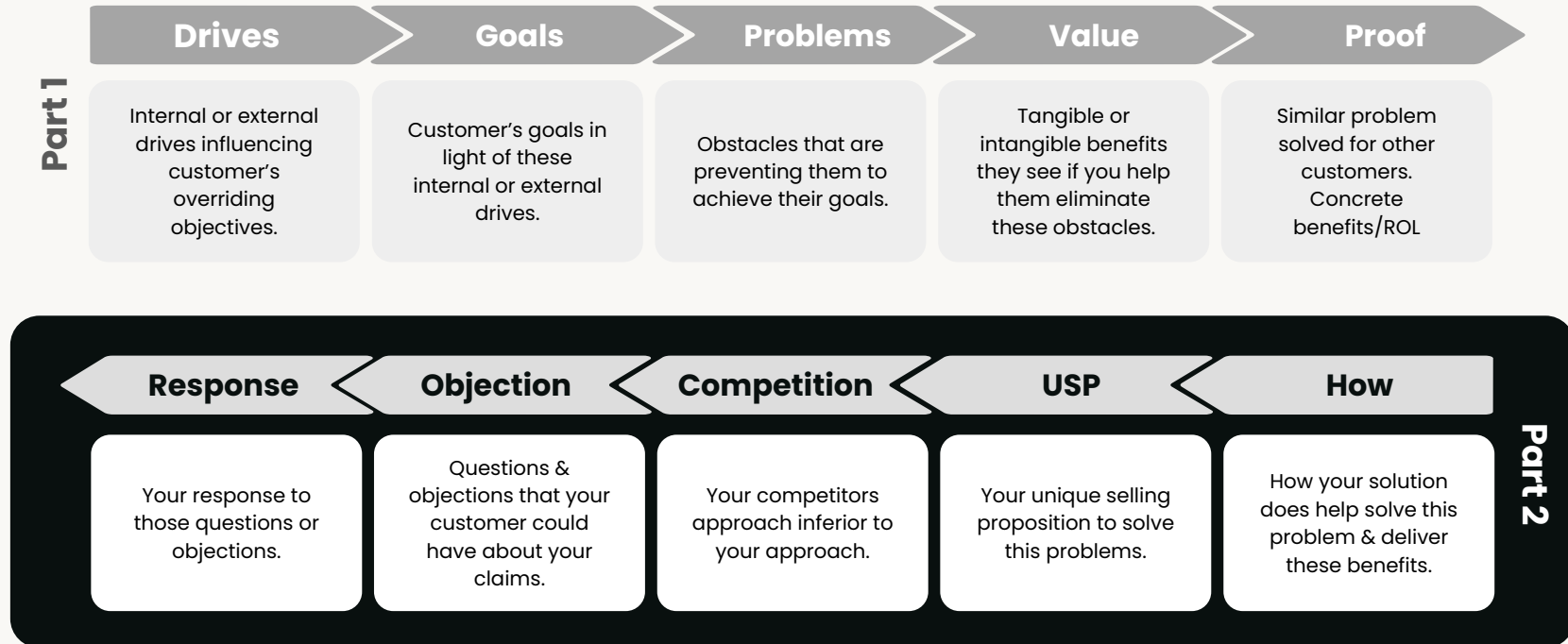
Customer value map



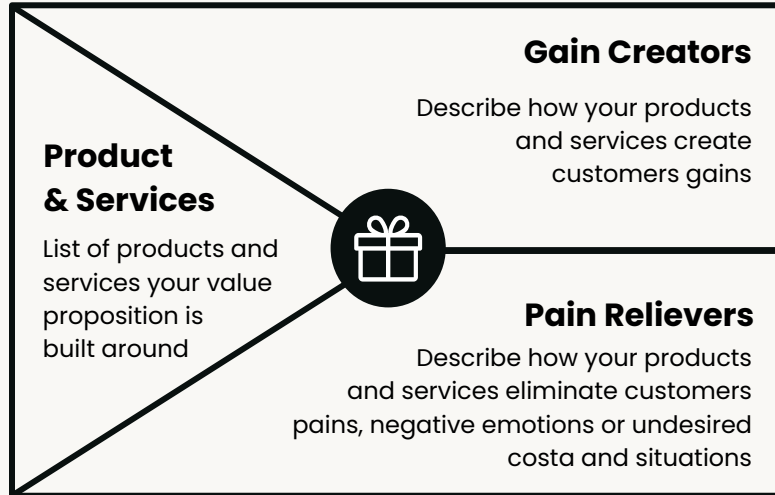
Competitive positioning map



Value proposition message flow



Product



Company:

Ideal customer:

Product:

Customer





















































Substitutes:

Customer value canvas

Product		Customers	
Product & services	Gain creators	Gains	Customers jobs
List of products and services your value proposition is built around	Describe how your products and services create customers gains	Describe the benefits your customers expects, desires or would be surprised by.	Describe what specific customer segment is trying to get done
	Pain relievers	Pains	
	Describe how your products and services eliminate customers pains, negative emotions or undesired costs and situations	Describe negative emotions, undesired costs, situations and risks	

Value comparison table

	Sample Text	Sample Text	Sample Text	Sample Text	Sample Text	Sample Text	Sample Text	Sample Text	Sample Text	Sample Text	Sample Text
Sample Text											
Sample Text											
Sample Text											
Sample Text											
Sample Text											
Sample Text											
Sample Text											
	 Low Value				 Medium Value				 High Value		