



Thinking about your business.

Unique Value Proposition

What makes you stand out?

Why would your clients buy products or services from you vs your competition?

Let's Identify Your Unique Value Proposition

A value proposition is a promise of value to be delivered. It is the primary reason a prospect should buy from you. We combine that with what YOU provide that is unique to what others can provide and you have the perfect combination.

These thoughts and "words" are going to start to form our messages.

This works best if you have already done your competitive analysis.

A value proposition is a clear statement that

- explains how your product solves customers' problems or improves their situation (relevancy),
- delivers specific benefits (quantified value),
- tells the ideal customer why they should buy from you and not from the competition (unique differentiation).

The value proposition is usually a block of text (a headline, sub-headline, and one paragraph of text) with a visual (photo, hero shot, graphics).

There is no one right way to go about it, but I suggest you start with the following formula:

- Headline. What is the end benefit you're offering? 1 short sentence. Attention grabber.

- Sub-headline or a 2-3 sentence paragraph. A specific explanation of what you do/offer, for whom and why is it useful.

- 3 bullet points. List the key benefits or features.



●Visual. Images communicate much faster than words. Show the product, the hero shot or an image reinforcing your main message.



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EXAMPLE

These words should be used on your website, in your eCommunications, sales content, social media, and especially at networking events while introducing yourself.

There is no one right way to go about it, but I suggest you start with the following formula:

- **Headline.** What is the end benefit you're offering? 1 short sentence. Attention grabber.

We turn your knowledge into sales.

- **Sub-headline or a 2-3 sentence paragraph.** A specific explanation of what you do/offer, for whom and why is it useful. List the ways you are different from doing the competitive analysis.

Your knowledge, passion, and services are already created and helping people. We select the best words, tools, and processes for helping you to share them. Creating the pathway for people who need your services to find you.

- **2-3 bullet points.** List the key benefits or features that resonate with your ideal client.

**Content marketing is effective and affordable.
Your clients are out there, we connect you to them.**

- **Visual.** Images communicate much faster than words. Show the product, the hero shot or an image reinforcing your main message.



***These words and processes have taken me 13 years to fine-tune so it grabs attention and also is aligned with my passion and gifts. As you grow and learn, your messages and images may change too. Stay focused and do not give up.
- Christine***



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