



# Value Propositions, Features, and Benefits

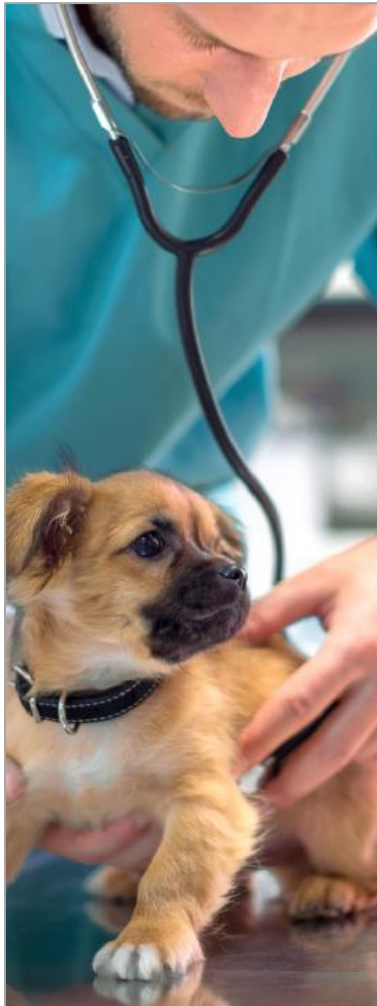
## Contents

Example Messaging Architecture: .....	2
How to use the marketing architecture .....	2
AAHA’s Voice and Tone .....	3
Value Propositions, Features, Benefits, and Segmentation .....	3
What is a Value Proposition? .....	3
Why Use Benefits and Not Features? .....	4
Why #1: People might not understand why the feature matters .....	4
Why #2: People respond positively when given a reason .....	4
Why #3: People are looking for a solution to their problem .....	4
Behavioral Economics Principles .....	5
How to Craft a Benefit vs. Features Marketing Approach .....	6
AAHA Messaging Architecture Example .....	6
Example: Using the Circled Text Above in the Messaging Architecture to Write Email Copy: .....	6
Segmentation Example for the Above Email: A Connexity Email Directed Towards Non-Members .....	7
Before-and-After Example: VMI Web Page .....	7
Before-and-After Example: Accredited Member Recruitment Email .....	9

Example Messaging Architecture:

Connexity® 2022: General value propositions		
<p><b>VP1: Practical tips to simplify your journey to veterinary practice excellence. Walk away with actionable content.</b></p> <p><b>VP 2: Work hard, play hard – vets don’t take vacations, so CE time is fun time.</b></p>		
<p><b>VP3: Connexity will <u>inspire</u> you to create a better world: for your practice, the profession, clients, and the AAHA community.</b></p> <p><b>Secondary:</b> be the best – together</p> <p><b>Proof points (features):</b></p> <ul style="list-style-type: none"> <li>• Education sessions are engaging and interactive, not lecture-style</li> <li>• Speakers with inspirational messages</li> <li>• Opportunities like puppy yoga to re-energize</li> <li>• Nashville attractions – recharge your energy</li> </ul>	<p><b>VP4: Connexity will <u>equip</u> you to create a better world: for your practice, the profession, clients, and the AAHA community.</b></p> <p><b>Proof points (features):</b></p> <ul style="list-style-type: none"> <li>• Earn CE hours</li> <li>• Speakers who are respected, knowledgeable</li> <li>• Education sessions focus on key practice management topics, trends, or hot issues</li> <li>• Education sessions on implementing the Guidelines – trusted across the industry</li> <li>• Use the app directory to find those you want to add to your personal network</li> <li>• Post-event online repository of materials</li> <li>• Meet with valuable industry suppliers</li> </ul>	<p><b>VP5: Connexity is accessible and valuable to your entire practice team.</b></p> <p><b>Secondary:</b> big conference perks (CE, keynotes, quality of speakers) with small conference feel (personal access, don’t have to introvert into your room!)</p> <p><b>Proof points (features):</b></p> <ul style="list-style-type: none"> <li>• Value priced</li> <li>• Smaller, intimate event</li> <li>• Good multi-attendee discounts</li> <li>• Medical and non-medical tracks 50/50 split unusual / differentiator</li> <li>• Meet with valuable industry suppliers</li> </ul>
<p><b>Collateral needs:</b></p> <ul style="list-style-type: none"> <li>• Detailed education session grid</li> <li>• Engaging education session descriptions</li> <li>• List of Nashville attractions nearby the Omni Nashville Hotel</li> </ul>	<p><b>Collateral needs:</b></p> <ul style="list-style-type: none"> <li>• Number of CE hours</li> <li>• Speaker bios that highlight expertise and credentials</li> <li>• Attendee and exhibitor directories on mobile app</li> </ul>	<p><b>Collateral needs:</b></p> <ul style="list-style-type: none"> <li>• Team pricing discounts</li> <li>• Education grid shows medical and non-medical CE</li> <li>• Exhibitor directory is organized into product categories</li> </ul>
<p><b>Specific value propositions – segmented</b></p> <ul style="list-style-type: none"> <li>• <b>Non-members:</b> Join (individual or pre-accredited) &amp; get member rate</li> <li>• <b>Pre-accredited practices:</b> Member pricing, includes 20-minute “demystify the accreditation process” session to help you get your accreditation journey to excellence started</li> <li>• <b>Locals within a 3-hour drive time:</b> affordable travel, minimize time out of the office, affordably bring your whole team</li> </ul>		
<p><b>Example: features to benefits</b></p> <ul style="list-style-type: none"> <li>• Engaging, interactive conference sessions help you focus and learn.</li> <li>• Inspiring speakers will energize and delight you.</li> <li>• Puppy yoga will help restore your calm.</li> <li>• Nashville has lots to see and do – turn your CE experience into a vacation at Connexity® 2022.</li> </ul>		
<p><u>How to use the marketing architecture</u></p> <ol style="list-style-type: none"> <li>1. <b>The messaging architecture is used to create marketing copy.</b> The goal is not to hit every point in the grid in every communication, but over a campaign, the communications should hit on the main (3 in the above example) value propositions and use some of the <b>proof points to write feature statements</b> in the copy. See Example: Features to Benefits above.</li> <li>2. Typically, you have at least 3 and no more than 5 value propositions.</li> <li>3. The specific value propositions address the additional needs of segmented audiences – so, include the general value propositions but be sure to touch on the specifics in communications where feasible.</li> </ol>		

## AAHA’s Voice and Tone



# AAHA VOICE AND TONE

### WHAT IS THE DIFFERENCE BETWEEN VOICE AND TONE?

When writing for the association, it is important to be aware of both our voice and our tone.

**Our voice** refers to the way we communicate, both verbally and in writing, to our members, sponsors, industry partners, and pet owners. Our voice is easily identifiable and consistent.

**Our tone**, on the other hand, is flexible—it is adapted as needed to fit specific topics, audiences, or types of communication.

### AAHA’S VOICE IS:

- Approachable, friendly, casual, human
- Passionate, exciting, engaged
- Empowering, encouraging, helpful

### AAHA’S TONE:

In general, AAHA’s voice takes an informal tone. Tone can change based on our needs.

### FOR EXAMPLE:

We would not write about Connexity (conversational, playful tone) the same way we would write about the Healthy Workplace Culture Initiative (thoughtful, empathetic tone).

### A GOOD RULE OF THUMB:

Remember that AAHA’s voice is human, meaning we have room to use emotion in our writing when appropriate. Our writing should never be dry—even straightforward topics (membership renewal, for example) can be made more approachable and engaging by using humor or colloquialisms to drive the message. Keep in mind that AAHA’s tone should reflect our members’ feelings. Where applicable, tone can also be used to influence our members’ feelings.

## Value Propositions, Features, Benefits, and Segmentation

It’s important that any marketing copy not focus solely on “features,” but rather, talk about the benefit to the consumer – using language and benefits that are relevant to that consumer.

That’s called segmentation, and both concepts together help explain what a value proposition is. Value propositions are one of the most important conversion factors.

### What is a Value Proposition?

A value proposition is a short statement that communicates why buyers should choose your products or services. It’s more than just a product or service description — it’s the specific solution that your business provides and the promise of value that a customer can expect you to deliver. [\[source\]](#)

Commercial examples:

Product	Feature	Benefit
Head phones	Wireless	No more tangled cords
Meal kit	Arrives ready to heat	Saves time preparing meals
Air fryer	Removable basket	Easier to clean after using
Vacuum	Washable lifetime filter	Eliminates extra costs

[Source](#)

## What is a Value Proposition & AAHA Value Proposition Examples

A value proposition is not necessarily customer-facing; many times, you need to write copy that conveys a value to a specific audience segment using the value proposition to guide your word choices.

<b>VP:</b> Connexity will <u>inspire</u> you to create a better world: for your practice, the profession, clients, and the AAHA community.	<b>VP:</b> Connexity will <u>equip</u> you to create a better world: for your practice, the profession, clients, and the AAHA community.
--	--

Use the template at the end of this document to easily write and organize the elements you need to write and prove a value proposition.

A key step in writing the final value proposition is a focus on describing product benefits, not features.

### Why Use Benefits and Not Features?

Why #1: People might not understand why the feature matters. Features are often technical, like “triple-walled construction.”

Who cares! A benefit explains why they should care about the technical features. Benefit: to keep beverages cold for up to 24 hours or hot for up to 12 hours.

Why #2: People respond positively when given a reason.

In a well-known 1978 study, group A gave a reason for cutting in line to make copies, group B did not.

Those participants who instructed to give a reason were over 30% more likely to get a yes. And the kicker? The reason didn’t even have to be good. In fact, sometimes, the reason was, laughably, “because I need to make copies.” Something in our psychology is begging for a because or a why. So give customers a reason—a benefit—for every feature.

Why #3: People are looking for a solution to their problem.

If you start by answering, “Why did we include this feature?” you’ll easily come up with a simple reason. That’s when you go deeper.

Keep asking “Why?” for every answer. “Why would customers want that benefit?”

## Behavioral Economics Principles

These 3 “whys” all represent behavioral economics principles in play: cognitive fluency, Rational Choice Theory/Prospect Theory, and social proof. [[learn more](#)]



### Why use benefits and not features?

When we talk to one another, **we instinctively understand the power of benefits**. Imagine you're discussing where to go to dinner with a friend.

*The conversation might go something like...*

"Let's go to that new Indian restaurant."

"Nah, I think we should go to the Thai place because they have a happy hour special right now, so we'd actually be able to afford drinks."

You're selling the Thai place based on a **feature (happy hour)**, but you make sure to outline **why that matters (so we'd actually be able to afford drinks)**.

**That's a pretty compelling point for why you should go to Thai instead of Indian.**



## How to Craft a Benefit vs. Features Marketing Approach

Use a messaging architecture to guide you.

### AAHA Messaging Architecture Example

Messaging Architecture: Create a Better World at Connexity 2022		
<p><b>AAHA Brand promise:</b> Better veterinary teams are built through the process of AAHA accreditation. AAHA is with you every step of the way on your journey to veterinary excellence. Simplify the journey towards excellence for veterinary practices.</p>		
<p><b>Event brand promise:</b> Create a better world by attending Connexity 2022.  <b>Create:</b> make, generate, or construct with intention. <b>Better:</b> updated, improved, enhanced. <b>World:</b> Connexity, AAHA, vets, their teams, their patients, their partners</p>		
General value propositions <sup>2</sup>		
<p><b>VP1: Practical tips to simplify your journey to veterinary practice excellence. Walk away with actionable content.</b>  <b>VP 2: Work hard, play hard – vets don't take vacations, so CE time is fun time.</b></p>		
<p><b>VP3: Connexity will inspire you to create a better world: for your practice, the profession, clients, and the AAHA community.</b></p> <p><b>Secondary: be the best – together</b></p> <p><b>Proof points:</b></p> <ul style="list-style-type: none"> <li>Education sessions are engaging and interactive, not lecture-style</li> <li>Speakers with inspirational messages</li> <li>Opportunities like puppy yoga to re-energize</li> <li>Nashville attractions – recharge your energy</li> <li>Opportunities to network, build your personal community – use attendee directory</li> <li>Content for all segments of veterinary teams</li> </ul>	<p><b>VP4: Connexity will equip you to create a better world: for your practice, the profession, clients, and the AAHA community.</b></p> <p><b>Proof points:</b></p> <ul style="list-style-type: none"> <li>Earn CE credits</li> <li>Speakers who are respected, knowledgeable</li> <li>Education sessions focus on key practice management topics, key industry trends, or hot-button issues</li> <li>Education sessions on implementing the Guidelines (esp. those required for accreditation) – trusted and used throughout the industry</li> <li>Opportunities to network, use the directory to find those you want to add to your personal network</li> <li>Post-event online repository of materials</li> <li>Meet with valuable industry suppliers</li> </ul>	<p><b>VP5: Connexity is accessible and valuable to your entire practice team.</b></p> <p><b>Secondary: big conference perks (CE, keynotes, quality of speakers) with small conference feel (personal access, don't have to introvert into your room!)</b></p> <p><b>Proof points:</b></p> <ul style="list-style-type: none"> <li>Value priced</li> <li>Build relationships in a smaller venue</li> <li>Smaller, intimate event</li> <li>Good multi-attendee discounts</li> <li>Medical and non-medical tracks 50/50 split unusual / differentiator</li> <li>Take back valuable resources and actionable skills to your team</li> <li>Meet with valuable industry suppliers</li> </ul>
Boilerplate copy <sup>3</sup>		
<p>Connexity 2022 is THE event for veterinary professionals who want to connect with their community to Create a Better World – for themselves, their practice teams, their clients, the industry, and the AAHA community. It's an ambitious call to action, but Connexity will both equip and inspire you to act!                  (option: Connexity equips you to move from agenda into action. - or – Move from agenda into action with Connexity.)</p>		
<p>Recharge your energy. Rekindle your passion. Reconnect with friends and colleagues.</p>		

### Example: Using the Circled Text Above in the Messaging Architecture to Write Email Copy:

What better place to **Create a Better World** than in the heartland of creativity, Music City USA?

Where do artists go when they want to "make it" in music? Nashville. Where do veterinary teams go when they want to take their skills to the next level? Nashville. Where do you want to kick up your heels and have a grand 'ole time? Nashville.

**Registration is open for Connexity® 2022**  
September 14-17, 2022 | Omni Hotel Nashville

[Add Content](#)

---

**Connexity, the annual conference of the American Animal Hospital Association, is open to the entire veterinary profession.**

And that means you. Whether you're a veterinarian, a vet tech, a practice manager, or a medical director, you'll find sessions that specifically address what you need to know to be even better at what you do. You won't find this array of community, education, and networking at other veterinary conferences.

Click [here](#) to register, book your hotel and learn more about how we all can Create a Better World.

## What is a Value Proposition & AAHA Value Proposition Examples

### Segmentation Example for the Above Email: A Connexity Email Directed Towards Non-Members

The screenshot shows an email segment with a white background and a red footer. At the top, there are two red buttons: "Learn More" and "Register Now". Below these is a red oval highlighting the text: "Want to get in on AAHA rates?" followed by a paragraph: "Individuals from nonaccredited practices, or those who are no longer with an accredited practice, are always invited to join AAHA and enjoy the benefits of affiliate membership. Simply create an account and join today! [Learn more.](#)" Below the text is a button labeled "Add Content". Underneath is a row of four images: a group of people at a conference, a person in a green shirt, a dog wearing a colorful mask, and a person on a stage. The footer is red and contains the AAHA logo, the website "aaha.org", the email "aaha@aaha.org", and the phone number "800-252-2242".

### Before-and-After Example: VMI Web Page

Before:

The screenshot shows the VMI web page. The main heading is "MANAGEMENT INSTITUTE® (VMI)". Below it is a paragraph: "Prepare for next-level success with the Veterinary Management Institute (VMI). Our executive-level leadership program, designed for experienced practice managers and owners, combines practice fundamentals with innovative tools and resources you can immediately apply." This is followed by another paragraph: "Gain a valuable peer network in this small cohort-style five-month program facilitated by experts from the Colorado State University's College of Business." A bulleted list of features includes: "Updated, timely content in a shorter format", "38 RACE-approved and VHMA CVPM Qualified CE hours", "New learning facilitators, including world-renowned Dr. Temple Grandin", "Gain tools and resources you can immediately apply to advance your practice success", and "Renew your personal energy and resilience by connecting with a small group of peers from across the U.S." Below the list is a link: "See the agenda below." At the bottom left are logos for "CVPM QUALIFIED" and "COLLEGE OF BUSINESS COLORADO STATE UNIVERSITY". A paragraph states: "VMI's upcoming sessions will be conducted online and run from July 16, 2022 to November 13, 2022." A red button at the bottom left says "REGISTER FOR VMI". On the right side, there is a flyer for the program with the text "FRESHER. FASTER. MORE CONVENIENT." and a "DOWNLOAD FLYER" button. Below the flyer is a section titled "In the news" with two articles: "Hospital director puts VMI executive learning into everyday practice" and "What VMI learned from the pandemic", each with a "Read article" link.

## What is a Value Proposition & AAHA Value Proposition Examples

After:

# MANAGEMENT INSTITUTE® (VMI)

Gain innovative tools and resources you can immediately apply to improve your practice at AAHA's Veterinary Management Institute (VMI), now a completely virtual five-month program.

VMI is an executive-level leadership program that will challenge, inspire, and equip you - an experienced practice manager or owner - to succeed.

"I would absolutely recommend this program to anyone who's looking to further their career development and their professional learning," said Courtney Hubrecht, hospital director at AAHA-accredited Four Seasons Veterinary Specialists in Loveland, Colorado, a recent graduate of the VMI. "The caliber of content and speakers was fantastic. The program structure allowed me to put the concepts I was learning into my daily practice at Four Seasons and share them with our team." [Read more from Hubrecht.](#)

Program highlights:

- Virtual education sessions occur live one weekend per month for five months and include self-paced assignments and a capstone project
- The smaller, executive-level cohort format allows all participants to fully engage and participate, and helps you easily build a valuable peer network
- Industry-specific practice fundamentals cover finance and strategic HR, including team culture and building high-performing veterinary teams
- Thought-provoking sessions cover innovation, video marketing in veterinary practices, strengths-based leadership, effective communication, creative decision-making, and the human-animal bond
- Learning facilitators include the world-renowned Dr. Temple Grandin and experts from Colorado State University's College of Business
- 38 RACE-approved and VHMA CVPM-Qualified CE hours
- Upon graduation, students will receive a certificate to display their accomplishment.

[See the agenda below.](#)

\$6,350 AAHA Members | \$6,850 Non-Members ([join now and save](#))

Register before June 2 to save \$500. *VMI's next cohort will run from July 16, 2022 to November 13, 2022.*

[REGISTER FOR VMI](#)



**VETERINARY MANAGEMENT INSTITUTE**

**FRESHER. FASTER. MORE CONVENIENT.**

Your path to professional excellence just got a lot clearer.

**VMI VETERINARY MANAGEMENT INSTITUTE**

**July 16 - November 13, 2022**  
Registration closes July 6, 2022

Member Type	Early	Regular
AAHA Member	\$6,350	\$6,850
Non-Member	\$6,850	\$7,350

[Download Flyer](#)

---

**In the news**

**Hospital director puts VMI executive learning into everyday practice**

[Read article](#)

**What VMI learned from the pandemic**

[Read article](#)



## What is a Value Proposition & AAHA Value Proposition Examples

### Before-and-After Example: Accredited Member Recruitment Email

**Before:** Lengthy copy, a lot of “corporate speak” instead of conversational (not informal) language, though it does focus on the value prop to a vet or practice manager and include behavioral economics principles

Feature

Behavioral Economics Principle

Value Proposition (Benefits Statement)

Email 2: Michelle Johnson – Pain Management Resources, Central Line

- Subject: [Listen today: AAHA pain management guidelines for dogs and cats](#)
- Preheader: Central Line, AAHA’s podcast, [is published weekly and available on all major platforms](#)
- From: Michelle Johnson, [Director, Member Experience](#)

Dear <fname>,

How are you coping with the continually shifting clinical – and non-clinical – demands in our profession?

From standard practices for dog and cat vaccination to guidelines for infection control, to trying to create a positive work environment while retaining and engaging employees, [you’re dealing with it all – on your own.](#)

The American Animal Hospital Association (AAHA) has helped over [45,000 people just like you](#) by creating resources [designed to help your entire practice team cope with both practice management and clinical service delivery.](#)

[We’re with you every step of the way to simplify and walk your journey towards veterinary excellence.](#)

Veterinary professionals get the most out of joining AAHA as an accredited practice – but you can [test-drive](#) some of our resources at no charge. One way we help simplify your journey towards excellence is with Central Line, our new podcast.

It’s an easy, once-a-week chance to tap into [insights, advice, and inspiration to tackle some of the most persistent pain points in veterinary medicine today:](#) hospital management, workplace culture, mental health, communication, and, of course, patient care.

Host Katie Berlin, [DVM](#), [talks with thought leaders and experts each week.](#)

Dr. Berlin says: “Here at AAHA, we believe the secret to success and happiness in veterinary practice lies in the amazing people who come together every day in veterinary hospitals all over the world. [And our intention with these conversations is to help every member of the veterinary team simplify their journey towards excellence in veterinary medicine.”](#)

This is a free resource – look for it wherever you get your favorite podcasts.

Episode one revolves around the [2022 AAHA Pain Management Guidelines for Dogs and Cats used by tens of thousands of veterinary practices \(also free to all\) – you won’t want to miss it!](#)

Warm regards,

Michelle Johnson  
[Director, Member Experience](#)

P.S. [Veterinary practices who become accredited through AAHA get 1:1 support for implementing standards and guidelines at their practice, engaging their whole team and increasing their ability to retain and engage staff.](#) They also have [more frequent clients, fewer lapsed patients, more loyal clients, and earn 34% more.](#) Don’t take our word for it, [hear from our members!](#)

## What is a Value Proposition & AAHA Value Proposition Examples

**After:** Simplified and shortened the copy, conversational rather than corporate, active vs passive voice, “your” vs “their”, a better call to action

Simpler

Feature

Behavioral Economics Principle

Value Proposition (Benefits Statement)

- Subject: **Is Pain Management a Pain?** AAHA pain management guidelines for dogs and cats
- Preheader: AAHA Guidelines + Central Line podcast **help you tackle the most persistent pain points in veterinary medicine today.**
- From: Michelle Johnson, [Director, Member Experience](#)

Dear <fname>,

How are you coping with the continually shifting clinical – and non-clinical – demands in [our](#) profession?

**From creating protocol for vaccinating dogs to implementing guidelines for infection control to trying to retain and engage employees, you’re dealing with it all – on your own.**

The American Animal Hospital Association (AAHA) has helped over [45,000 people just like you](#) by creating resources that **help your entire practice team manage your practice and deliver top patient care.**

**We’re with you every step of the way to simplify your journey towards veterinary excellence.**

Two ways we deliver on that promise are with our Guidelines and with Central Line, our new podcast.

AAHA’s Central Line is an easy, once-a-week chance to **tap into insights, advice, and inspiration.** Host Katie Berlin, [DVM](#), **talks with thought leaders and experts each week to help you tackle some of the most persistent pain points** in veterinary medicine today... as a **veterinary team.**

Katie says: “Here at AAHA, we believe the secret to success and happiness in veterinary practice lies in the amazing people who come together every day in veterinary hospitals all over the world.”

Episode one revolves around the [2022 AAHA Pain Management Guidelines for Dogs and Cats used by tens of thousands of veterinary practices \(also free to all\)](#) – you won’t want to miss it!

Veterinary professionals get the most out of joining AAHA as an accredited practice – why not [test-drive](#) these helpful resources at no charge and then talk with us about joining?

**Members get the most value out of joining as an AAHA-accredited practice.** We give accredited members one-on-one dedicated support for implementing AAHA Standards and Guidelines at their practice – and so much more!

[Vets, practice managers, and owners are thrilled](#) with the accreditation process, since it [engages their whole team, increasing their ability to retain and engage staff.](#) Data also shows [that accredited practices have more frequent clients, fewer lapsed patients, more loyal clients, and earn 34% more than non-accredited practices.\\*](#)

Don’t take our word for it, [hear from our members – people just like you.](#) Contact me at any time or check out our website to [learn more or join.](#)

Warm regards,

Michelle Johnson  
[Director, Member Experience](#)  
[michelle.johnson@aaha.org](mailto:michelle.johnson@aaha.org)  
720-963-4483

\*Source: *Financial and Productivity Pulsepoints*, 10<sup>th</sup> edition, AAHA Press, Lakewood Co.