

Your Value Proposition

Your Unique Customer Offer



Value Proposition???

Unique
Selling

Proposition

Positioning

Slogan

Elevator
speech

Definition

*Your **value proposition** is your offer to a customer - It's a clear statement of the results, or benefits a customer will receive from using your product or service.*

Your First Benefit



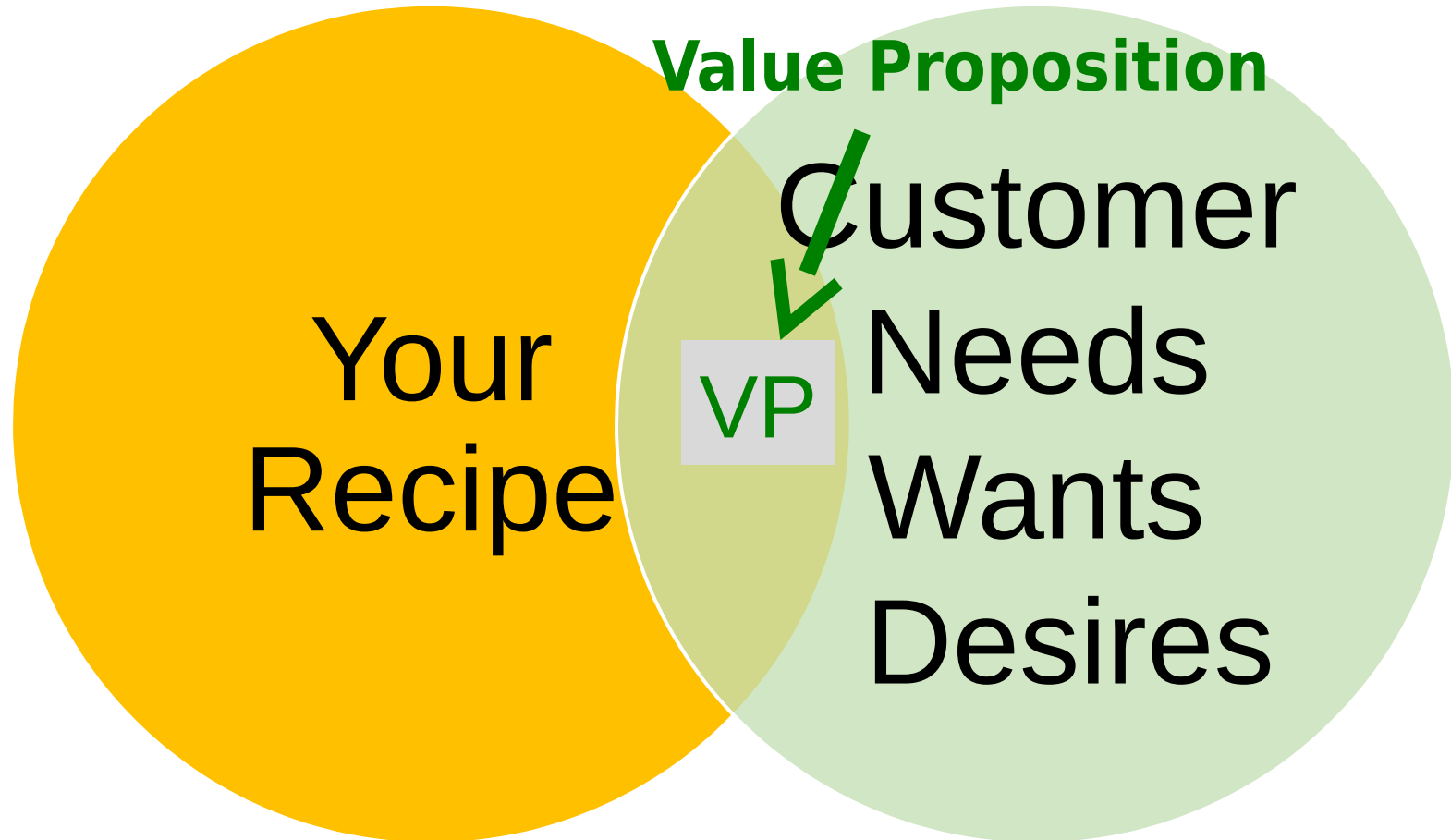
**Pricing
Power**

Your Catalyst

Your Catalyst: a clear Value Proposition should give you **Pricing Power.**



The Core Intersection





Your Catalyst

Your Catalyst: a clear value proposition helps you navigate. It is a guide star for strategy and decision making.

Examples

What You Do

The Value – Customer Perspective

A Web Design Company – builds

We make it easy and affordable for small business to have a big web presence.

A Deck Builder – Builds Decks and Fences

We help families spend more time making memories by creating inviting and luxurious outdoor living spaces.

Messaging

Two ways your value proposition helps refine your marketing message:

1. It provides a path forward with targeting.
2. It helps give you efficiency with ad placement and effectiveness with messaging.

Your Catalyst

Your Catalyst: A clear value proposition will form the basis for your messaging.