

Value Proposition Worksheet

The two skills needed to leverage the power of a value proposition for landing pages:

1. You need to be able to **identify** an effective value proposition.
2. You need to be able to **express** an effective value proposition.

1. Identify your value proposition

Characteristics of an effective value proposition:

Value proposition is the primary reason why a prospect should buy from you.

- This requires you to **differentiate** your offer from competitors.
- You may **match** a competitor on every dimension of value except one.
- In **at least one** element of value you need to **excel**.
- In this way you become the **best choice** for your optimum customer.
- There is a difference between the value proposition for your **company** and for your **product**. You must address both.

Use a 1-5 scale to rate the quality and uniqueness of your value proposition:

- 1) Limited value to a small market. Extensive competition and/or few barriers to entry.
- 2) Substantial value to a medium-sized market. Limited competition and/or significant barriers to entry.
- 3) Product or service with strong product differentiation, but little competitive protection.
- 4) Unique product or service that is highly valuable to a large market, and strong competitive protection and/or extensive barriers to entry. This may take the form of a registered patent or limited access to product components.
- 5) Unique product or service that is highly valuable to a large market, and exclusive or near-exclusive control of essential product components. May include a registered patent.

Note: If your value proposition does not rank as a 3 or better on this scale, you should take a critical look at your core business.

Value Proposition Evaluation Matrix:

Use this simple system to approximate the potential appeal of an offer:

1. Rank the ideal customer's **desire** level for the offer.
2. Rank the **exclusivity** of the offer.
3. Multiply the two integers.
4. If the total is less than 2, re-craft the offer.

		Desire		
		0	1	2
Exclusivity	Rank			
	0			
	1			
	2			

Desire

- 0 – No interest
- 1 – Possible interest
- 2 – High interest

Exclusivity

- 0 – Anywhere Else
- 1 – Somewhere Else
- 2 – Nowhere Else

2. Express your value proposition

Principles for expressing a value proposition effectively:

- 1) Ask yourself: "Why should my ideal prospect (the group you intend to serve) buy from me instead of a competitor?"
- 2) Compare your answer with the claims of your main competitors.
- 3) Refine your value proposition until you can articulate it in a single, instantly credible, sentence.
- 4) If you had just **10 words** with which to describe why people should buy from your company instead of someone else, what would you communicate?

Write out your value proposition:
