

FREE MARKETING FRIDAYS



How to Write a Kick-Ass Value Proposition, Fast

Sunny Hunt - Hunt Interaction





How to Write a Kick-Ass Value Proposition, Fast





In just 20 minutes...



- Get 3 frameworks to jumpstart writing your own value proposition
- The 5 things your value proposition needs to be persuasive
- Stress-test your value proposition
- Identify the best places to use a value proposition



Hey lady, who are you anyway?



Sunny Hunt

Chief Customer and Conversion Nerd



trusted by

COPYHACKERS

taskeasy®

dish

accelerate 360

TESTOIL
REMARKABLE IN EVERY WAY

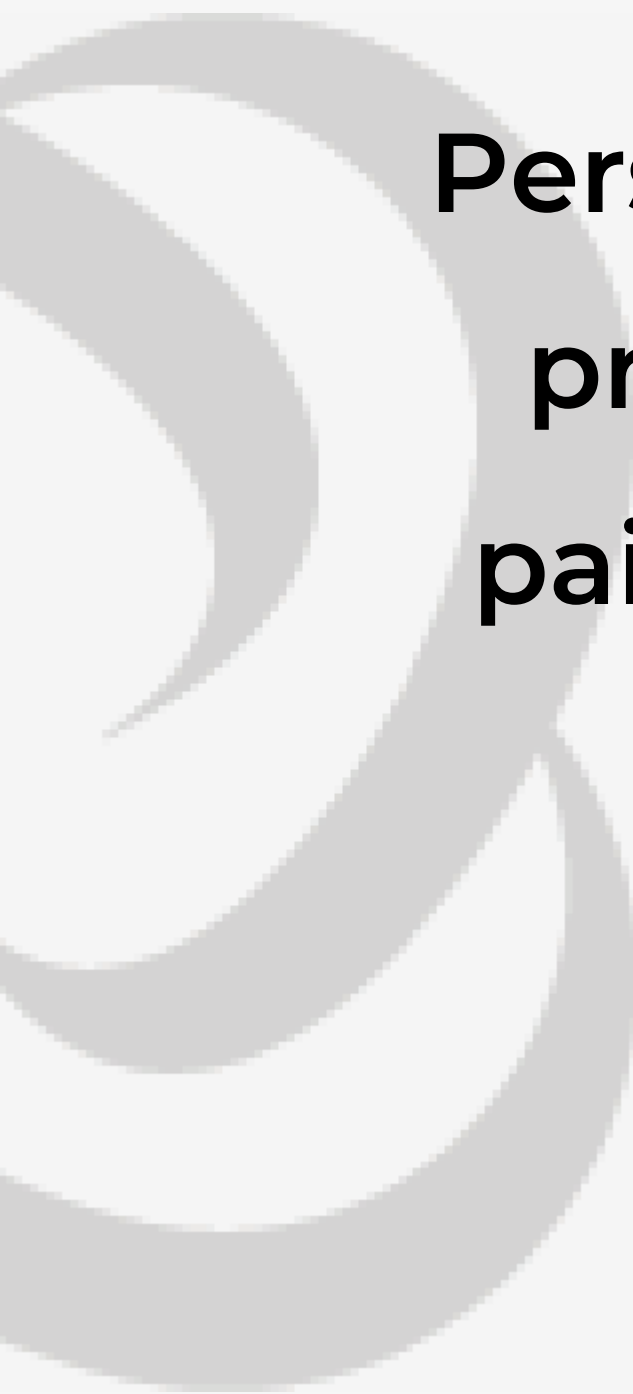
vivint.



What is a Value Proposition?



Persuasive, targeted, copy that helps convince your prospect your product will help them solve their pain/problem better than what they're using now.





5 Key Characteristics



1. Unique
2. Desirable
3. Succinct
4. Memorable
5. Specific



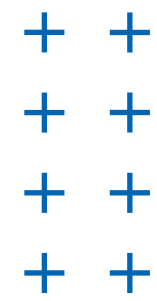


Litmus Test



- "What's in it for me?"
- Is it specific and tangible?
- Does it help solve the biggest pain point or the biggest aspiration of your ideal customer?
- Test with your ideal customer segment



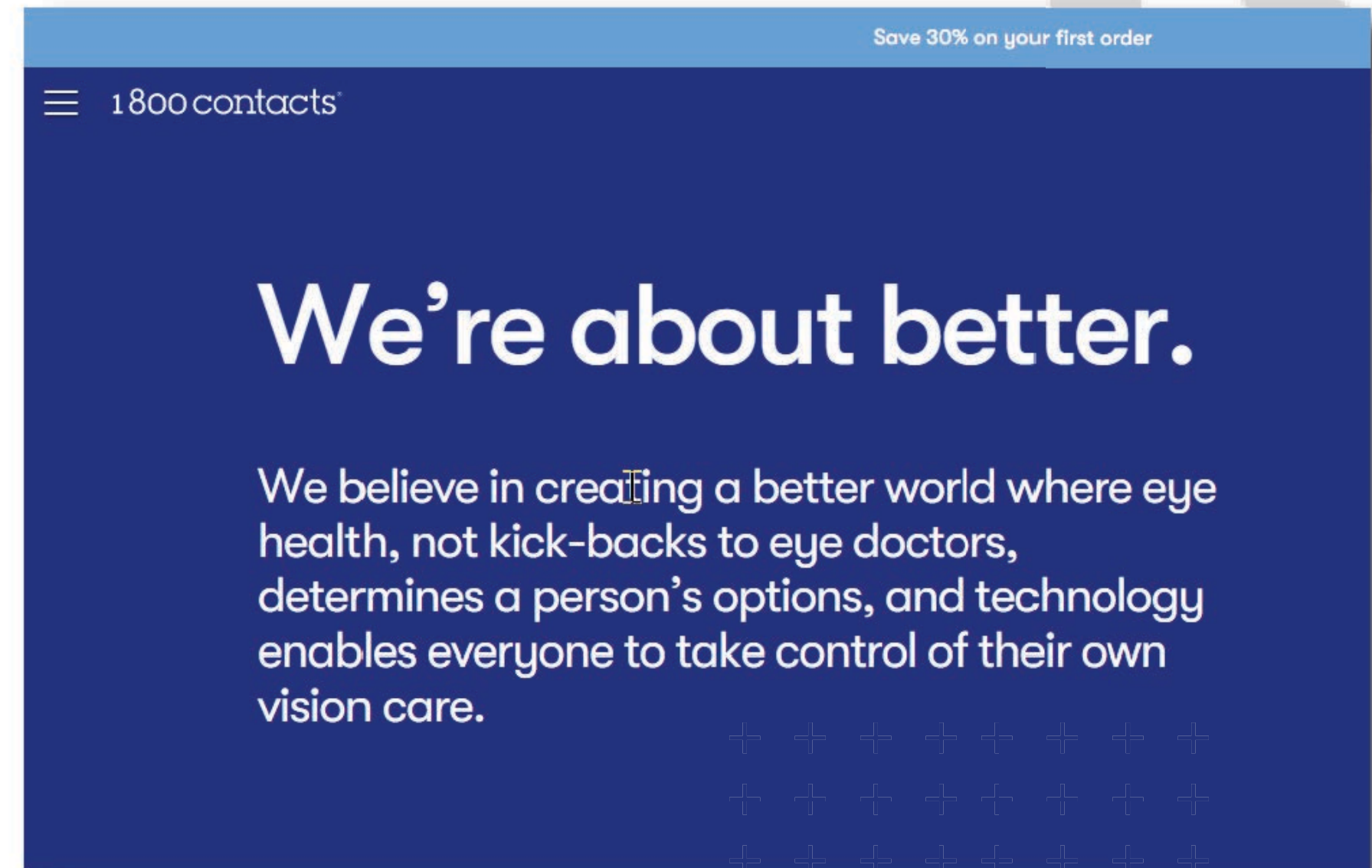


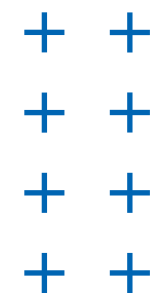
What it's not



Mission Statement

- Targeted to employees and key stakeholders
- "We believe"



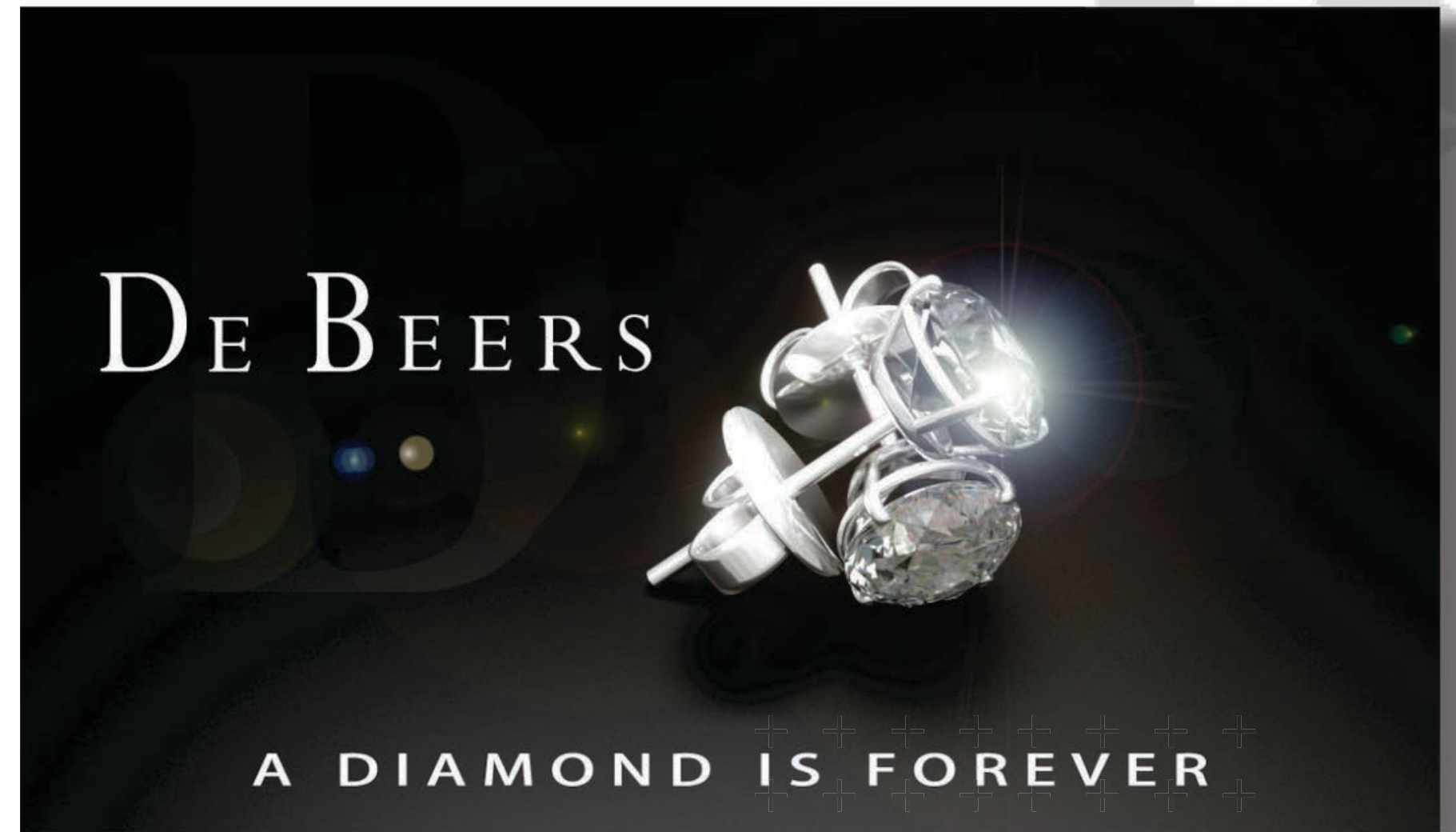


What it's not



Tagline/Slogan

- Used to "hook" or grab attention
- Sticky & short
- Frequently used in advertising





Value Proposition Killers



- Tries to do too much
 - ALL products and features
 - ALL pains and gains of the ideal customer
- Focuses on features (not benefits)
- Industry/Company Jargon
- Too long





Different Kinds of Value Propositions



- **Company value proposition**
 - Differentiate vs the competition
- **Customer segment**
 - Move to an awareness level where they're more likely to purchase
- **Product value proposition**
 - Increase interest in your products
- **Feature value proposition**
 - Increase awareness and interest in your product





Where to use Value Propositions


- Hero section of website home page
- Sales pages
- Product pages
- Emails
- Social media - especially headlines

Anywhere you need to convince a prospect your product is better than the solution they're using now - even if they're not using anything at all.



Examples



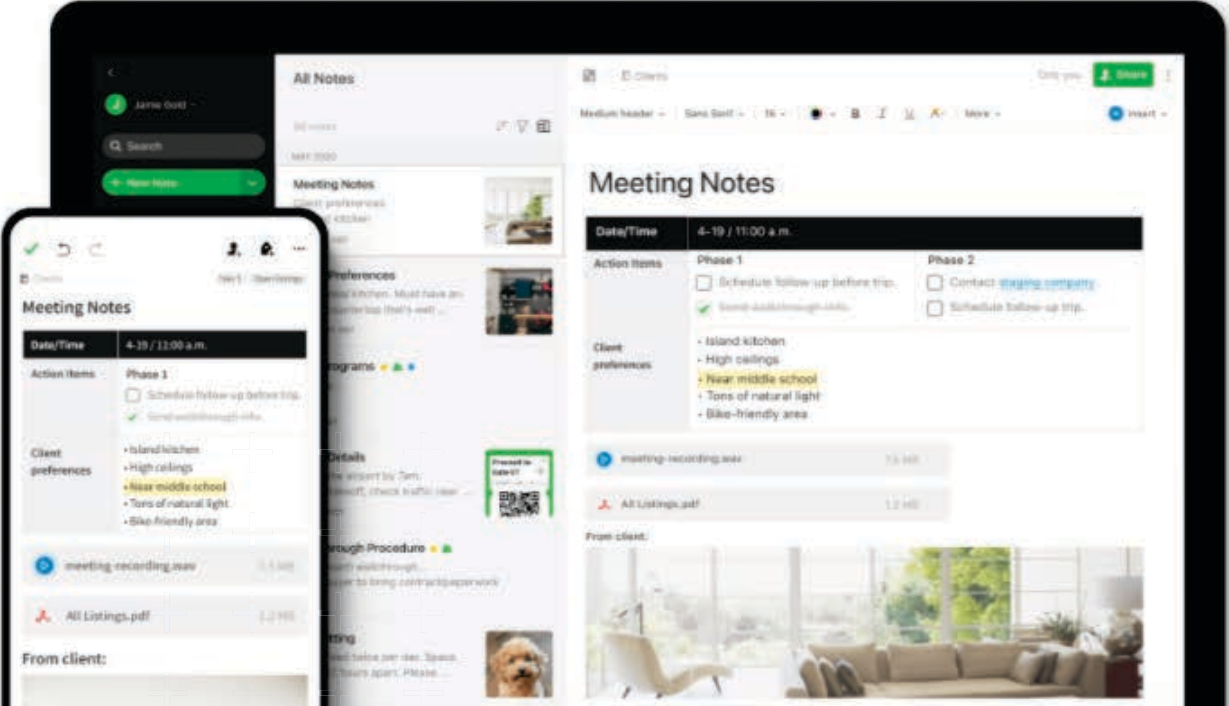
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WORK ANYWHERE

Keep important info handy by syncing your notes to all your devices.

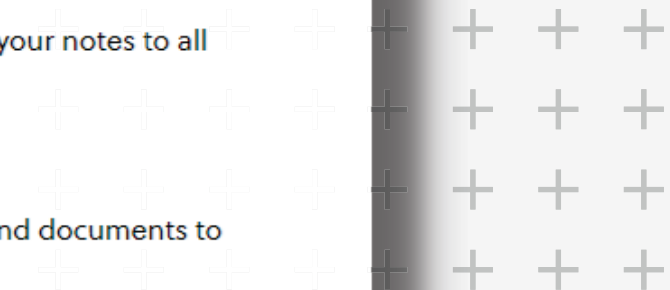
CAPTURE WHAT MATTERS

Add text, images, audio, scans, PDFs, and documents to your notes.

YOUR NOTES, YOUR WAY

Express yourself with formatting tools that help you write how you think.

FIND THINGS FAST





Examples



The image shows a landing page for Unbounce, a platform for creating landing pages. The page has a green background and features a woman holding a laptop. The main headline is "Convert More Leads". Below it, there is a sub-headline: "Create custom landing pages with Unbounce—no coding required. Get the highest-converting campaigns possible with Unbounce Conversion Intelligence™, and our latest AI feature, Smart Traffic." A prominent yellow box on the right side of the page displays "33%↑ CONVERSIONS". The page includes a navigation bar with links to "Product", "Solutions", "Pricing", "Learn", and "Coming Soon". There are also "Log In" and "Start My Free Trial" buttons. The main content area shows a preview of a landing page for "FinEr" with the headline "Finances, Made Simple" and a "Book a Demo" button. A testimonial from "John Doe" is also visible. The page is decorated with a grid of plus signs in the bottom right corner.





Examples



The screenshot shows the ActiveCampaign website homepage. The header is dark blue with a language selector (English), a search icon, and links for Contact and Login. Below the header is a navigation bar with links for Solutions, Platform, Pricing, and Request demo, followed by an email address input field and a green Try it free button. The main content area features the heading 'CUSTOMER EXPERIENCE AUTOMATION' and a large bold statement: 'Do more than automate your email – activate your entire customer experience'. Below this is a sub-headline: 'ActiveCampaign gives you the email marketing, marketing automation, and CRM tools you need to create incredible customer experiences.' At the bottom of the main content area is another email address input field and a green Start your free trial button, with the text 'Try it free. No credit card required. Instant setup.' below it.

English

ActiveCampaign >

Solutions Platform Pricing Request demo

Email Address Try it free

CUSTOMER EXPERIENCE AUTOMATION

Do more than automate your email – activate your entire customer experience

ActiveCampaign gives you the email marketing, marketing automation, and CRM tools you need to create incredible customer experiences.

Email Address Start your free trial

Try it free. No credit card required. Instant setup.





Here's what you need to get started..



- Ideal customer profile/customer segment
- List of competitors
- Top 2 or 3 points of value your competition doesn't have or your ideal customers want most.





Value Proposition Framework #1



Our [products/services] helps [customer segment] who want to [jobs to be done] by [verb - avoiding/reducing] and [verb - increasing/enabling] unlike [competing value proposition]





Value Proposition Framework #1



Our [products/services] helps [customer segment] who want to [jobs to be done] by [verb - avoiding/reducing] and [verb - increasing/enabling] unlike [competing value proposition]



Our training and accountability program helps entrepreneurs who want to build their businesses by reducing confusion and overwhelm and increasing productivity, unlike other programs that try to DIY a solution with worksheets.





Value Proposition Framework #2



The [adjective] way for [customer segment/ICP]
to [complete job], [benefit/outcome]





Value Proposition Framework #2



The [adjective] way for [customer segment/ICP]
to [complete job], [benefit/outcome].

The **no-brainer** way for **content writers** to turn a
big list of ideas into blog posts, articles, and
ebooks, faster.





Value Proposition Framework #3



We help [customer segment] do [thing
they want most] **doing** [product benefit].





Value Proposition Framework #3



We help [customer segment] do [thing they want most] doing [product benefit].

EDIT 1

We help [small agencies] do [communicate seamlessly with their clients] doing [on any device].

EDIT 2

Communicate seamlessly with clients on any device.





Key Takeaways



Value propositions can:

- **Help differentiate your product/service**
- **Filters right-fit prospects to boost customer quality**
- **Attract and hold the attention of your ideal prospects**
- **Move your ideal prospects to a ready-to-buy state of awareness.**
- **Align the internal story or description with employees and sales staff**

