Value Proposition Template

http://www.goldsbrough.biz/value-proposition/

A value proposition is a statement that summarises the customer segments you are targeting, and how you are differentiated from your competitors. It should answer the question: "**Why should I choose to buy this product or service, and why now?**". It's a key element of developing a great marketing strategy. In this article, I'll give you a template you can use in crafting your own value proposition.

(Richard – note: the question we came up with was: "what is the benefit to me of investing (time, money etc.) in you or your product." Close to theirs but with more emphasis on "benefit" and "invest".

A value proposition is also called a **positioning statement**. Accurately positioning your product in the mind of a prospective buyer is one of the most important apects of marketing your offering. Importantly, your value proposition needs to show not only why your product or service should be chosen, but why inaction by the buyer is to be avoided.

While it's possible to use such a statement verbatim in your marketing communication, it's more usually used within a company to achieve consensus on what the value proposition is, and then that proposition can be expressed in a variety of visual and textual ways.

Value Proposition Template

Here is a template that can be used to build a two-sentence value proposition. Try filling in the blanks in the template for your own product or service.

Value Proposition

First Sentence - Value of the Offering

	Target Customer
For ...	
	Statement of the Need or Opportunity
who ...	
	Product/Service Category
our (product/service name) is ...	
	Statement of Benefit
that ...	

Second Sentence – Positioning the Value

	Primary Competitive Alternative
Unlike ...	
	Statement of Primary Differentiator
our product...	
	Proof that Benefits can be Delivered
because of our...	

A Light-Hearted Example

Although this is tongue-in-cheek, it demonstrates how the template can be used.

For a **commuter** who wants to **eat breakfast on the train without mess**, our Excello BrekkieBar product is a **health food**, which provides a **completely nutritious and delicious breakfast that you can eat anywhere**.

Unlike **grain bars and breakfast cereals**, BrekkieBar **tastes like a full English cooked breakfast, but has no fat and no calories, and even the wrapper can be eaten, leaving no waste**.

This is because of our **unique combination of innovative use of genetically modified foods and bio-engineered plastic packaging**, that we have **already used to produce a leading product** in this market – Excello BrandyMints – the all-in-one after-dinner treat.

The "So What?" Test

Try your value proposition out on colleagues, employees – and most importantly, existing and potential customers. If the response to your value proposition from a prospective buyer is "So What?", you know that it's not strong enough. Did it describe tangible or measurable benefits that are truly of concern to that consumer or business person?