

# DOWNLOAD PDF MARKETING EXPERIMENTS VALUE PROPOSITION WORKSHEET FILETYPE

## Chapter 1 : GEMS Community Web/Text Program | Evergreen Promotional Marketing

*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.*

October 8, A value proposition is the 1 thing that determines whether people will bother reading more about your product or hit the back button. When I reviewed a bunch of websites , the conclusion was that missing or poor value proposition is one of the most common shortcomings. What exactly is a value proposition? You have to present your value proposition as the first thing the visitors see on your homepage but should be visible in all major entry points of the site. Such meaningless jargon-propositions are abundant. Avoid blandvertising at all costs. Use the right language Your value proposition needs to be in the language of the customer. In order to do that you need to know the language, your customers use to describe your offering and how they benefit from it. You cannot guess what that language is. The way YOU speak about your services is often very different from how your customers describe it. The answers are outside your office. You have to interview your customers to find it out, or use social media. This is not a value proposition: Heals the wound fast, heals the hurt faster. What the value proposition consists of The value proposition is usually a block of text a headline, sub-headline and one paragraph of text with a visual photo, hero shot, graphics. There is no one right way to go about it, but I suggest you start with the following formula: Sub-headline or a sentence paragraph. List the key benefits or features. Images communicate much faster than words. Show the product, the hero shot or an image reinforcing your main message. Evaluate your current value proposition by checking whether it answers the questions below: What product or service is your company selling? What is the end-benefit of using it? Who is your target customer for this product or service? What makes your offering unique and different? Use the headline-paragraph-bullets-visual formula to structure the answers. The best value proposition is clear: Always strive for clarity first. Yes, sufficient amount of information is crucial for conversions, but you need to draw them in with a clear, compelling value proposition first. What makes a good value proposition: It can be read and understood in about 5 seconds. Also, in most cases there is a difference between the value proposition for your company and your product. You must address both. Presentation of your value proposition matters Original research by CXL Institute showed that users noticed the value proposition more quickly when it had more text took up more real estate on the page. Full study with examples here. How to craft a unique value proposition A key role for the value proposition is to set you apart from the competition. You want your offering to stand out in this important research phase. So how do you make your offer unique? It requires deep self-reflection and discussion. Of course the unique part needs to be something customers actually care about. I call them boosters. These things work well against competitors who do not offer them. Make sure the booster is visible with the rest of the value proposition. I find flaws or room for improvement with most value propositions I came across. Here are some good examples along with my comments:

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## Chapter 2 : Value Proposition: A free worksheet to help you win arguments in any meeting - MarketingExp

*Letting your value proposition guide company meetings and decisions is a great way to run a business. But if you don't have one, it's obviously a little harder to do that.*

And just like exercise, in the long run, the payoff can be fantastic. I use that tag line to motivate myself into working out. I want that brand promise of being fit. However, what I really want is to look sexy in my fit body. Brand marketing professionals at Nike exercised a brand marketing process. They defined the Nike value proposition, the brand positioning statement that led to the brand promise " and finally the brand message and tag line " Just Do It. This next step is collecting all information and data, internally and externally, that will serve as the foundation for the remaining steps involved in brand marketing. The information gathered and assimilated, will be the cornerstone for the value proposition, brand positioning, brand promise, messaging and strategy. A value proposition is a written statement which: Is it easy to understand? Can it be read and understood in about 5 seconds? Now, put your value proposition on the home page of your website. This is what sets you apart from the competition and gives your brand its worth. Brand Position " In the Mind Positioning is derived from the value proposition. Brand positioning is the mental space a brand occupies in the mind of the customer. This statement should create an idea among the target market of what a service or product stands for. The idea is positioned by qualities such as cost, quality, or target market. The brand position needs to be consistent throughout your marketing efforts to avoid customer confusion. As a guideline for a good positioning statement, Cornell University recommends these six keys: It provides an unmistakable and easily understood picture of your brand that differentiates it from your competitors. Your brand can be the sole occupier of this particular position in the market. It helps you evaluate whether or not marketing decisions are consistent with and supportive of your brand. It leaves room for growth. Geoffrey Moore, in *Crossing the Chasm*, crafted a formula for writing a positioning statement containing the following: Unlike the primary competition, our product statement of primary differentiation. A brand position is for internal use only. However, it is the directive in crafting the brand promise, tagline and subsequent messages marketing will use to target the customer. Brand Promise The next step is the brand promise. This is the promise the brand delivers to the customer. These insights or promises can be turned into the tagline and messaging. By positioning your brand effectively, there will be no confusion among your target customers regarding what you stand for. By delivering on your brand promise, you will achieve long-term customer satisfaction. Keys to Messaging When developing your tagline and messaging, the secret ingredient is review your brand from three different perspectives: The Customer Perspective What does the customer care about, want and need. The brand message needs to get inside the mind of your customer. What unique solution will your brand, product or service offer that will solve his pain? The Internal Perspective Look at your brand from the inside out. What do your sales reps find really resonates during the sales process? What is the vision for your brand? Where do you see your brand going over the next year? The next five years? Where do you create value? Consider the Marketplace Only one brand can own a position. How do your competitors position themselves? Look at their tag lines. You want to make sure your value and promise to the customer remains distinct. Now Look at all Three to Create the Message. Once you have a solid understanding of each of these three points, you can start building your actual messaging framework by triangulation. The idea of triangulation is that you can figure out a location if you know its distance relative to three distinct points. The intersection of the customer, internal and marketplace perspectives identifies your promise; this is where your messages and tagline will be derived. There are subtle differences between the value proposition, the brand position, the brand promise and the messaging, yet clarifying each and defining how each applies to your brand is the difference between a lagging brand and a successful brand. You know what that means to your bottom line " sales. Look at Nike " the largest seller of athletic footwear in the world " they followed the brand marketing plan to Just Do It " and it worked.

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## Chapter 3 : Blog “ Page 6 “ Show & Tell Marketing

*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.*

Here are some examples: So if you send the survey out to customers, you should get more than 50 responses back. Determine what matters most to your visitors Generally speaking, prospects who are thinking about buying your product have certain requirements already in mind. They might be concerned with price, whether your product has a specific feature, or whether your company adheres to specific ethical standards. In all likelihood, one or two of the options you listed will have been chosen far more than the others, thus dictating what the general focus of your value proposition should be. What matters MOST to you when choosing a pet door? Just looking at these preliminary results, our value proposition is already starting to take shape. Flesh out how your product meets customer needs By now you should have a pretty clear if somewhat general understanding of what your customers want, which means you officially have the foundation of your value proposition. In the case of the pet-door supplier, we know that what our customer wants are durable, water-resistant pet doors. But our understanding is still pretty vague “ we need vivid details and descriptions of desirable outcomes to really get our customers to see the value of our product. The more we can describe these outcomes in clear specifics and support them with proof points, the more credible and compelling our offer becomes to our customer. To get this information, we turn next to Question 2 of our Customer Survey: These descriptions can be an absolute boon for writing compelling headlines and hooks, as Joanna Wiebe from Copy Hackers explains in great detail here. Going back to my example of the pet-door supplier, the most common problems that customers said were eliminated by Petdoors. Once we have this final piece of the puzzle, we know everything we need to know to create a killer unique value proposition, namely: Why did you decide to choose us over other options? Can you recall if anything in particular appealed or stood out to you? By asking this question, we prompt our customers to tell us how we edged out the competition in their eyes. In the case of Petdoors. What our prospect is looking for:

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## Chapter 4 : Using Message-Mining to Pinpoint a High-Converting Value Proposition for Your Product

*Value Proposition Worksheet* The two skills needed to leverage the power of a value proposition: 1. You need to be able to identify an effective value proposition.

Sometimes we just have to bite the bullet and get out from under to clear the mind and give your subconscious the time to help you. I am on day 2 of a 7 day course in Ubud Bali. The first day we explored values beliefs and how they influence our lives and our businesses. In the relaxed atmosphere we are enjoying a marvellous balance of intense work with relaxation. We are able to spend time haring ideas, knowledge, experiences and simply sharing our lives with one another. The pace is such that we are able to absorb the learning by sharing with one another, people from all over the globe, all with something unique to offer. We have all heard that we must work on our business and not in it " but how can we do that in a hectic and stressful world? So, take the time to get your balance between work and family life and you will grow your business. If you are, are you using different tools to manage each of these tasks? Local businesses face overwhelming choices when they decide trying to use social media to promote their products and services. I found this list of 6 social media promotional tools that may make life easier for you. It might save you a lot of time. Why are value propositions so important for your business? And how to establish an awesome value statement Useful Value Proposition Examples and How to Create a Good One Customer loyalty cards, frequent flyer points, rewards points and dozens if not hundreds of other programmes are all designed to get you to come back. Are they really effective? Obviously the big players think they are but what about small and medium businesses. So what is a value proposition? This statement should convince a potential consumer that one particular product or service will add more value or better solve a problem than other similar offerings. Value Proposition Definition Investopedia From Wikipedia, the free encyclopedia A value proposition is a promise of value to be delivered and acknowledged and a belief from the customer that value will be delivered and experienced. A value proposition can apply to an entire organization, or parts thereof, or customer accounts, or products or services. A value proposition is just that. The language we must use is one that your customer will respond to. They do not respond well if your value statement is all about you you will lose them. A value proposition is about the customer and what is or will be of value to them. So what elements make up a good VP? You must have words that people can read so you capture their attention. The video will then hold their attention keeping them on site longer. The headline Your customer already had some chat going on in their mind. The problem needs to be obvious to the consumer. The only way to find out what is going on in your customers mind is to ask them. Ask an existing customer, people you network with or use social media. Use the sub-head to show a key benefit and a clear explanation of what action you want them to take. Here are a few more ideas. The best value proposition is clear: Always strive for clarity first. Yes, sufficient amount of information is crucial for conversions, but you need to draw them in with a clear, compelling value proposition first. What makes a good value proposition: It can be read and understood in about 5 seconds. Also, in most cases there is a difference between the value proposition for your company and your product. You must address both. You want your offering to stand out in this important research phase. So how do you make your offer unique? It requires deep self-reflection and discussion. Of course the unique part needs to be something customers actually care about. All supermarkets are pretty much the same, right? I call them boosters. These things work well against competitors who do not offer them. Make sure the booster is visible with the rest of the value proposition. This video gives you some ideas to work with. Here are links to some valuable value proposition examples and comparisons.

## Chapter 5 : Strategyzer | Canvases

*"A value proposition is a business or marketing statement that a company uses to summarize why a consumer should buy a product or use a service. This statement.*

Your value proposition is the crunch point between business strategy and brand strategy. Good strategy tools exist only to help you focus on getting the right things done. The value proposition sits at the pivot point of the entire business model. Mapping the business model of a new product or service is one of the most important parts of building a business strategy. The Business Model Canvas is a chart that maps the key things that a business needs to get right to be successful. The Business Model Canvas condenses the main elements of a business strategy into a single page. The Business Model Canvas has become the preferred tool for modern startups to use when rapidly testing a business idea. Any strategy tool is only as good as the facilitator or team who are using it. Each tool carries hidden biases and assumptions. So choosing a good tool is important. Strategy tools are great ways of providing structure to a conversation and allowing people outside of the pure strategy professions to think about whether they are doing the right things at the right time, in the right order. Strategy frameworks are only as good as the facilitator and team that are using them. There are many different value proposition canvases. Some are proprietary, some are open source and some are creative commons. Any canvas that helps you understand your customer, your offer and how the two fit together will help you clarify your value proposition. Their version of the value proposition canvas is copyright and can only be used with credit to [www](http://www). For details see [www](http://www). My critique of the Osterwalder et al. The psychology of why people buy things I like many brand strategists and advertising planners often find myself standing in a supermarket transfixed, watching other people shop. I could literally stand for hours observing the range of human experience and emotions that go into making even the most banal decisions. Modelling human behaviour and decision making is a rich and diverse field of study. You can read more about how people make decisions in books such as Nudge, Predictably Irrational and Influence. This canvas contains questions and sections that manoeuvre users of the canvas into thinking through the customer experience. Each section of the improved canvas includes questions to ask when filling in the chart. The new product section uses the widely accepted marketing syntax of features and benefits with the addition of experience from design thinking and UX.

**Features** – A feature is a factual description of how your product works. But for technology products and innovative new services the features can still be important. The benefits of your product are the core of your value proposition. The product experience is the kernel that will help identify the market positioning and brand essence that is usually built out of the value proposition. The customer section draws on neuro-linguistic programming and psychology research into motivation.

**Wants** – The emotional drivers of decision making are things that we want to be, do or have. They sometimes seem like daydreams but they can be powerful motivators of action. The wants speak more to the pull of our hearts and our emotions. Interestingly, needs are not always conscious. Customers can have needs that they may not know about yet. The best example is that none of us knew that we needed a portable music player until we saw an iPod for the first time we also then suddenly wanted an iPod rather than any other perfectly good music player. The needs speak more to the pull of our heads and rational motivations.

**Fears** – The dark side of making a decision is that it carries fear. Fear of making a mistake, fear of missing out, fear of loss and dozens of other related fears. Fears can be a strong driver of purchasing behaviour and can be the hidden source of wants and needs. Customer fears are often the secret reason that no one is buying your widget. Even if your product is better than the competition, it might not be a big enough improvement to overcome the inertia of the status quo. This is on the canvas because it shocks us into remembering that our customers are real people with daily lives who have made it this far in life without our product. That is a perfect moment to adopt a lean startup approach and to get out of the building to ask existing customers and potential customers about their wants, needs and fears. Building a value proposition canvas identified that a key need for a startup is a quiet and productive space. The Innovation

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Warehouse value proposition was adjusted to highlight productivity. It was a simple matter to add the feature into the collateral to address the customer need. Their landing pages lead with copywriting that includes features, benefits and the experience on offer. Their product and customer are carefully matched. The features, benefits and experience of the product are carefully matched with the wants, needs and fears of their target audience. Evernote uses multiple landing pages to account for different products and different audiences. Evernote covers all the elements of their value proposition in a single landing page. Evernote could improve their copy by addressing a few more of the common fears such as data loss, backups and data portability. Using the value proposition canvas live in a workshop The value proposition canvas can be used in testing and iterating a startup or new product concept. The canvas is useful a tool to: Get people from different teams working together. Test assumptions about customers and marketing priorities. Rapidly define copywriting and brand messages for campaigns. Even so, the value proposition canvas is a useful tool to use to establish product-market fit in a hurry. The PDF and Keynote files are available for download so you can edit them and create your own canvas. No need to attribute it to me, just say thanks on Twitter at peterjthomson if you find it helpful and check out my book on Digital Marketing for more in-depth strategy techniques. The tool can be used to map your existing value proposition, your competitors and the proposition for any new products and services that you are considering building.

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## Chapter 6 : How To Create A Useful Value Proposition w/ Examples

*"A product's value proposition is a statement of the functional, emotional and self- expressive benefits delivered by the brand that provide value to the target customer." (Aaker, David A. ()).*

Since working with these, I have seen quite a few different canvas variations pop up. Here is a non definitive list of canvasses I have come across. I claim no copyright nor ownership to any of these. My intent is to make this a hub for all canvas types. In order to make the reading more manageable. Further information can be found [HERE](#). For further background information, visit [HERE](#). Large PDF version the-value-proposition-canvas. For more information, visit [HERE](#). For more background visit [HERE](#). Great for planning and keeping everyone updated and engaged. For more background information, visit [HERE](#). This is designed to help plan and manage an internal communication project. For a great overview and additional resources, please visit [HERE](#). A larger version can be found [HERE](#). For a larger version, click [HERE](#). It can be used at a team, departmental or divisional level. For further information, visit [HERE](#). For a large version of the canvas, click [HERE](#). For more information visit [HERE](#). Further information can be found [HERE](#). For further information visit [HERE](#). A blog on this canvas can be found [HERE](#). A tool to think through and experiment with being. For more information, visit the authors [HERE](#). Spotted via Helen Bevan on Twitter. To download visit [HERE](#). Download this great resource for more information. There you will find a blank canvas, a worked example and a user guide. The Canvas helps the preparation by working through six essential Ps. To find out more about the canvas, visit his website [HERE](#). Whilst the initial canvas 18 was on my radar, I had not seen the supporting tools. Would love to get your views! The first is a canvas to plot improvement ideas. The text that is on the canvas is fairly self explanatory full pdf [HERE](#): For further information and downloadable versions visit [HERE](#). A personal branding version also exists. Resources around that can be found [HERE](#). A full explanation and supporting resources can be found [HERE](#). A thorough overview and excellent resources can be found [HERE](#). The book is a solid read on understanding how to engage in the 21st Century. For more information on the canvas, simply by the book. To read more, visit [HERE](#). Since then it has been applied to design customer journeys and for many other challenges teams face. In order to access the blank template and a comprehensive guide you need to register [HERE](#). Starters Based on the original Business Model Canvas, this version designed by The Skillery , was adapted to focus on entrepreneurship. They are a series of four interconnected canvases. An original description for all of these can be found [HERE](#). Thanks to Jack Martin Leith for bringing these to my attention. In effect a stakeholder mapping tool to map desired state of relationship required for change. Pretty self explanatory 3 " Product Marketing Fit Canvas: Pretty self explanatory 4 " Lean publicity canvas: Pretty self explanatory 40 " Project The second project canvas in the collection see number 8. This has been developed by Bedenk , an innovation consultancy out of Belgium. This canvas helps you plan the front end of a project. You can read more about it [AND](#) download a large scale. Thanks to Greg Payne for sharing this with me via Twitter. This ties in quite well with a few other canvases on this page. For further information and a large. Thanks to Greg Payne for also sharing this with me via Twitter. In effect this canvas is a tool for innovation. This canvas can help you create an engaging way of influencing key stakeholders for your ideas. I would definitely recommend reading the blog posts around the book [HERE](#). This brief video walks through it: The template is pretty self explanatory. You can download it from [HERE](#). For more supporting resources visit [HERE](#). For a really good explanation visit [HERE](#). For a large blank canvas visit [HERE](#). Thanks to Jack Martin Leith for bringing this to my attention over on Twitter. To understand more about the rationale of the canvas see [HERE](#). For the latest version visit [HERE](#). Thanks again to Jack Martin Leith for bringing this to my attention over on Twitter. For more information on the canvas and access to an online editable version, visit [HERE](#). For a four page overview of the canvas and the excellent extensions visit [HERE](#). [THIS](#) link takes you to all of the blog posts about the canvas. Information on the supporting book can be found [HERE](#). For a really solid overview visit [HERE](#). Map Camp is a community of

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visual mappers that may be worth a peek at. Do you know of or have you created a canvas that I should add to this summary? If so, please reach out! Thanks for reading this blog post!

### Chapter 7 : A Startup Value Proposition Worksheet | Rocket Watcher Startup Marketing

*Creating a great value proposition is a critical step in building good marketing messages but writing effective value propositions isn't easy. Marketing schools still teach the standard for creating value propositions from Crossing the Chasm that looks like this: I wrote a post on this style of.*

### Chapter 8 : Value Proposition Canvas Template - Peter J Thomson

*Value Proposition: ecause Email Summit is the worlds largest 1 gathering of marketers, aimed at overcoming your top 2 3email challenges with actionable, vendor-agnostic 4 training grounded in rigorous 5 research.*

### Chapter 9 : 15 Ecommerce Resolutions for Part 2 - AlleyWatch

*Sample value proposition worksheet To begin thinking through your value proposition, review each question below and the two types of responses that are offered: typical responses and an improved version for each.*