

# 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"

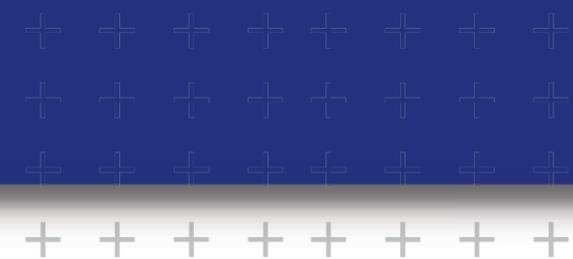


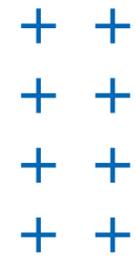
Save 30% on your first order

☰ 1800 contacts

# We're about better.

We believe in creating a better world where eye health, not kick-backs to eye doctors, determines a person's options, and technology enables everyone to take control of their own vision care.



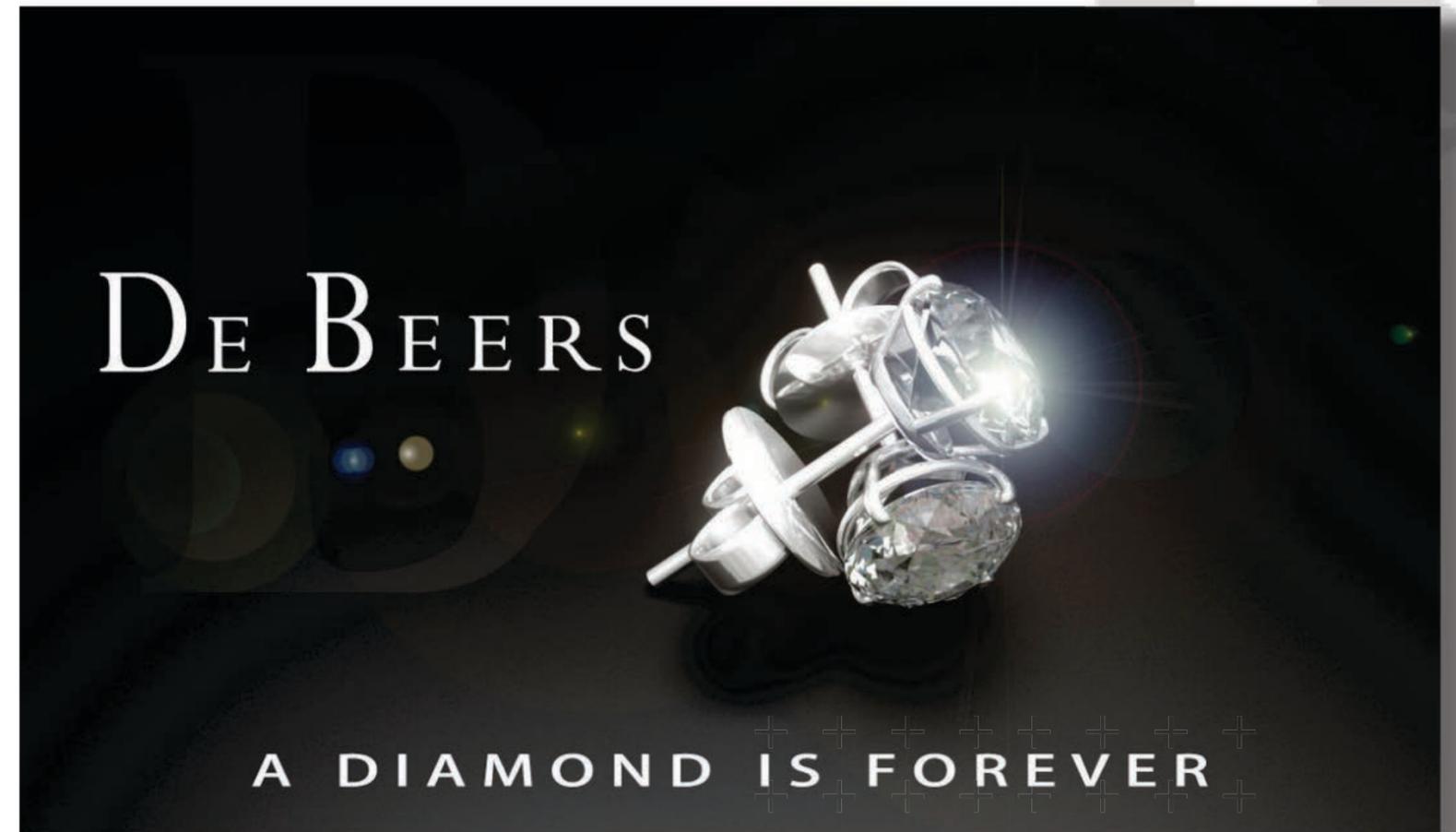


# What it's not



## 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



WHY EVERNOTE FEATURES PLANS

Help Log In

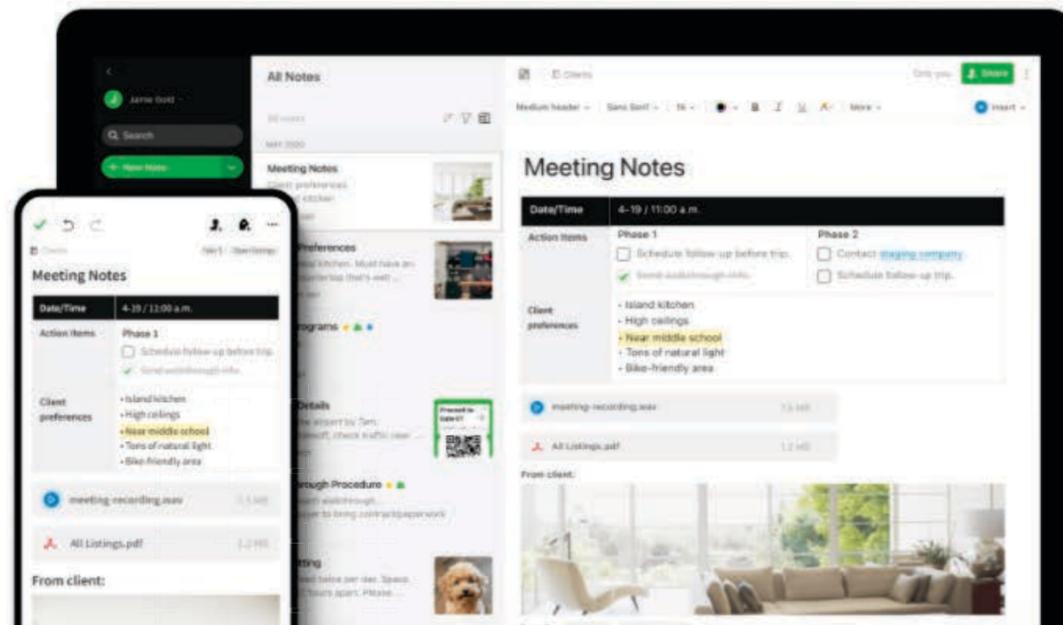
Download

## Accomplish more with better notes

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Sign up for free

[Already have an account? Log in](#)



### 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.

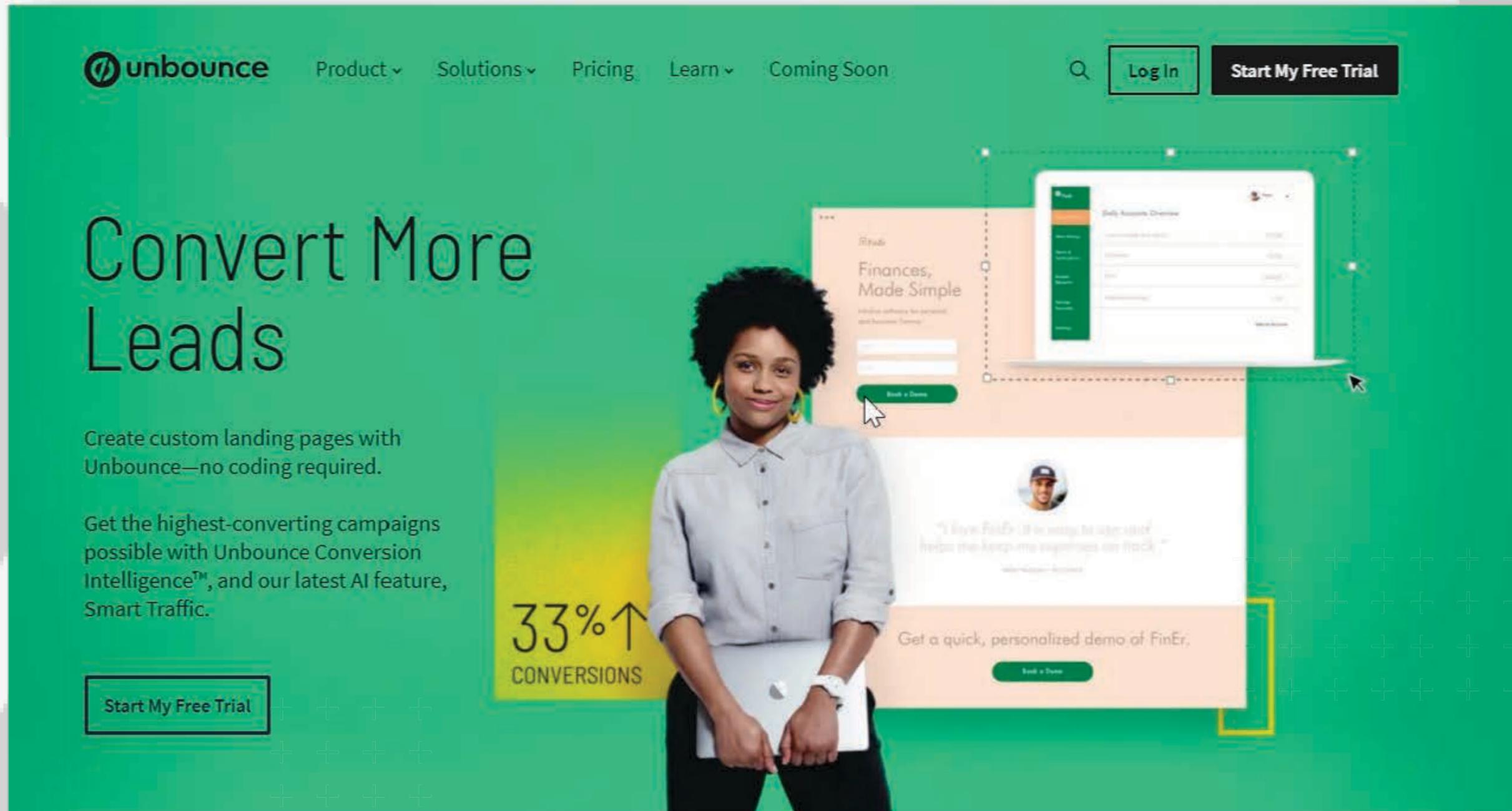
### YOUR NOTES, YOUR WAY

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 website builder. The page has a green background and features a woman in a light blue shirt and black pants standing in front of a laptop. The laptop screen displays a landing page for 'FinEr' with the headline 'Finances, Made Simple'. The Unbounce landing page includes a navigation bar with the Unbounce logo, 'Product', 'Solutions', 'Pricing', 'Learn', and 'Coming Soon'. There are 'Log In' and 'Start My Free Trial' buttons in the top right. The main headline is 'Convert More Leads'. Below it, there is text: 'Create custom landing pages with Unbounce—no coding required.' and 'Get the highest-converting campaigns possible with Unbounce Conversion Intelligence™, and our latest AI feature, Smart Traffic.' A yellow box highlights a '33%↑ CONVERSIONS' statistic. At the bottom left, there is a 'Start My Free Trial' button. The background of the landing page on the laptop shows a form with the text 'FinEr Finances, Made Simple' and a 'Book a Demo' button. There is also a testimonial from 'Mark Robertson' and another 'Book a Demo' button.

# Examples

The screenshot shows the ActiveCampaign website homepage. At the top, there is a dark blue navigation bar with the following elements from left to right: a globe icon and the text 'English', a search icon, and the links 'Contact' and 'Login'. Below the navigation bar is a white bar containing the 'ActiveCampaign >' logo, a menu with 'Solutions', 'Platform', and 'Pricing', a 'Request demo' link, an 'Email Address' input field, and a green 'Try it free' button. The main content area has a white background with the sub-header 'CUSTOMER EXPERIENCE AUTOMATION' in grey. The primary headline is 'Do more than automate your email – activate your entire customer experience' in large, bold black text. Below this is a sub-headline: 'ActiveCampaign gives you the email marketing, marketing automation, and CRM tools you need to create incredible customer experiences.' A central form contains an 'Email Address' input field and a green 'Start your free trial' button. At the bottom of the form, it says '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]

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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].

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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**

