Build Your Value Proposition

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What is a value proposition?

3 components of a value proposition

What is your product/service?

Who is your target audience?

What value do you provide?

$ save money? ☑️ time? ☑️ better health?
What is a value proposition?

Let’s Set the Stage – “Secret Sauce”
Key questions for your Value Proposition

- What are you offering?
- How is it different from somebody else offering the same thing?
- Who does your offer speak to?
- What does your offer promise to do for your customers?
Value Proposition Canvas

Product

Benefits
Why?

Experience
How?
Features
Start here

Customer

Emotional
Wants

Needs
Rational

Hidden
Fears

Substitutes
Inertia

Company:  
Product:  
Ideal customer:  

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Value Proposition: Define your secret sauce

Value Proposition Canvas

Product

Benefits
- What does it feel like to use your product?

Experience
- What are the emotional drivers of purchasing?

Features
- How does your product work?

Customer

Wants
- What are the hidden needs?

Fears
- Risks of switching to your product?

Substitutes
- What do people currently do instead?

Company:
Product:
Ideal customer:

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For example
It can be more complex, of course.