

Chapter 2: Value Proposition



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I. What is a value proposition?

A value proposition is a statement that answers the ‘why’ someone should do business with you. It should convince a potential customer why your service or product will be of more value to them than similar offerings from your competition. You know why your company is great, but do your potential customers know what sets your brand apart?

A good value proposition can give you an advantage over your competitors and is often what your prospects use to evaluate you. And for many consumers, your

value proposition is the first thing they encounter when exploring your brand. So, having a clear, concise value proposition is more important than ever.

II. Why users don't get yours

Whenever a user and potential customer first lands on your website, it won't care about the product or your company/brand.

All that's going through his/her mind is:

■ *"What's in it for me?"*

If a user can't figure this out within the first 5 seconds of visiting your website, you're doing something wrong.

Internet users are not famous for their patience. If you need any evidence, you could open your analytics page and see the short time they spend on your web pages. You'll need to tell them what you are about and what you need from them as soon as they land on your website. Strategic communication of brand messaging can be achieved through a professional placement of images and concise texts. Flooding your Home Page or any other page at that with texts is never a good idea. You can be sure no one would read it.

So, how can you make sure the user knows what's in it for them?

III. How to create a strong value proposition

Value propositions that stand out tend to make use of a particular structure. A successful value proposition typically has a strong, clear headline that communicates the delivered benefit to the consumer. The headline should be a

single memorable sentence, phrase, or even a tagline. It frequently incorporates catchy slogans that become part of successful advertising campaigns.

[A great article I recently found by Dan Shewan](#)¹ talks about 7 of the best value proposition examples he has ever seen. It goes through these different value proposition and why they make sense for the company's defined target audience.

Here is where the previous chapter connects to this one.

Using the persona you created, go through your website and see how he/she would think. I highly recommend **starting with your homepage** and seeing if your persona can find "*what's in it for them*" within the first 5 seconds of landing on your page.

Now you know your value proposition might not be as clear as you'd like it to be, how do you go about actually creating a more fitting one with an accompanying copy?

Here are 3 actionable tips

1. Gather voice of customer copy

The best value propositions use "voice of customer" copy. That is, they use the exact words of your current customers to hook your future customers.

For example, if they were interviewed for a case study, how would your target customers describe your product? How does it improve their lives? How do they describe your company? Why do they choose to associate with your brand?

Interview your customers or send out a survey to better understand how they speak about you, both to other people and to themselves. Pay attention to

common words and phrases they use. Your visitors should see themselves in your value proposition. The language you use plays a big role in shaping their perspective.

2. *Emphasize clarity before creativity*

Above all, you must ensure your value proposition is clear. Sounds obvious, right? Your value proposition needs to serve many purposes, so achieving crystalline clarity can be quite difficult.

When evaluating your draft, ensure it answers the following questions:

- What product are you selling?
- Who should buy your product?
- How will buying your product improve the visitor or their life?
- Why should the visitor buy from you and not your competitors?
- When will the value be delivered?
- Your value proposition should be relatively short—two or three short sentences, maximum. Every word should improve clarity or make your main selling point more compelling, otherwise it needs to be cut.

3. *Focus on benefits, not hype*

How many "World's Best Coffee" signs would you see in store windows walking down just one busy New York City street? Dozens. Each sign you encounter would make it a little more difficult to believe the previous one.

Hype, which can come in the form of superlatives ("best") and exaggerations ("world's best"), can be dangerous that way. Instead, focus on distinct benefits and the concrete value your product delivers.

If you need to use hype to sell your products, it's a sign that your value proposition is not well defined. Or, perhaps, even that your product is not as valuable as you think.

Now you can start fine-tuning your value proposition and copy on your website. If you're stuck writing your own copy and don't want to/can't hire a copywriter, I highly recommend checking out [Headlime by Danny Postma](#)² (Affiliate Link). It's an AI driven automated copywriter that'll help you out creating converting copy for your website/product.