



How To Build A 6 Figure Digital Business In 90-Days From Scratch

LESSON I

By Michael Force

Many entrepreneurs fail by never truly articulating a compelling value proposition. Establishing a substantial value proposition is critical if you want to move the journey from an “idea” to building a successful company.

The value proposition is the reason why customers turn to one company over another. It solves a customer problem or satisfies a customer need. In its simplest terms, a value proposition is a positioning statement that explains what benefit you provide for who and how you do it uniquely well. It describes your target buyer, the problem you solve, and why you’re distinctly better than the alternatives.

Some value propositions may be innovative and represent a new or disruptive offer. Others may be similar to existing market offers, but with added features and attributes.

What value does your startup deliver to the customer? What customer problems are you helping to solve? Which customer needs are you satisfying? What products and services are you offering to each customer segment?

Values may be quantitative (e.g. price, speed of service) or qualitative (e.g. design, customer experience). Below I have provided 11 areas of value proposition for you to consider.



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2. HIGHER PERFORMANCE

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3. PERSONALIZED

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4. GETTING IT DONE

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5. DESIGN QUALITY

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6. BRAND MESSAGE AND QUALITY

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7. PRICE REDUCTION

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8. LOWERING RISK

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II. CONVENIENCE / USABILITY

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