How to Design a Value Proposition?

Positioning

Interviews	Market research
Data analysis	Experimenting

Positioning Statement

Market Category	Market Segments
Value Propositions	Competitors and Substitutes

Value Proposition:

1. **Who is the value for:** Persona
2. **Why is it important**: Jobs to be Done
3. **What before**: Existing, problematic state (e.g., maintaining tasks in Excel)
4. **How**: Features and capabilities that change the situation (e.g., Kanban board)
5. **What after:** The benefits and outcomes (e.g., organized tasks with clear deadlines, increased productivity)
6. **Alternatives**: your unique value, unique attributes, and optionally relative pricing vs. competitors and substitutes

Messaging

Value Proposition Statements	Themes

Stories	Proofs	Ideas

Copywriting

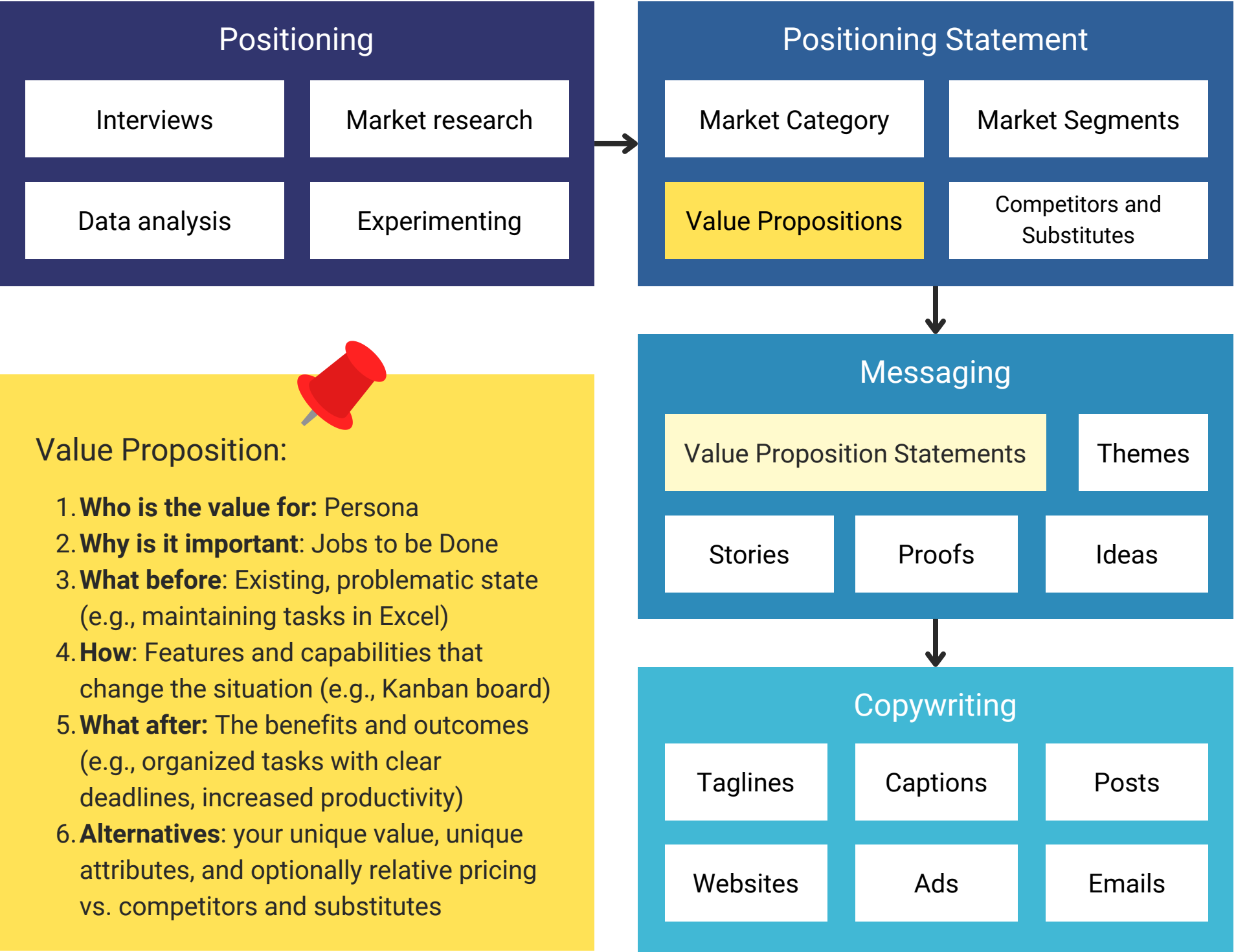| Taglines	Captions	Posts
Websites	Ads	Emails

6 Value Proposition Mistakes

- Focusing on benefits without explaining how they will be achieved (capabilities and features).
- Starting with a product, not with the customer.
- Mixing jobs and pains without explaining their connections.
- Not prioritizing outcomes customers care about the most. Everything is equally important.
- Ignoring existing alternatives and not explaining why your Value Proposition is significantly better than competitors and substitutes.
- Treating designing a Value Proposition as a one-time excercise.

Effective Messaging

Customers don't buy products for their features. They buy them for the benefits. But recently, product marketers have been saying the opposite - explaining features and product capabilities is way better than just benefits-driven Messaging, e.g.:

Fast, all-in-one sales communication

Close helps you sell more efficiently by unifying your outreach, engagement, and automation into a simple, flexible CRM.