

# Create a Value Proposition

## Step 1 LIST WHY YOU ARE THE SAME, DIFFERENT AND MAY BE CHALLENGED ON.

WHAT YOUR PRODUCT/SERVICE DOES AT A BASIC LEVEL. THEY MAY BE OFFERED BY YOUR COMPETITORS AS WELL.

LIST WHY YOU ARE DIFFERENT

WHAT ARE SOME BELIEFS THE CUSTOMER AND YOUR BUSINESS MAY DISAGREE ON

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## Step 2 RESEARCH. RESEARCH. RESEARCH FOR EFFECTIVE POSITIONING.

UNDERSTANDING YOUR CUSTOMER

DETERMINE CUSTOMER VALUE

DEMONSTRATE YOUR VALUE CLAIMS

# Create a Value Proposition

## Step 3 **WRITE YOUR VALUE PROPOSITION STATEMENT.**

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## Where to show it off

- CREATE TARGETED ADS
- CREATE INFOGRAPHICS AND POSTS THAT VALIDATE YOUR CLAIM
- SHOW TESTIMONIALS THAT VALIDATE YOUR VALUE CLAIM
- ON YOUR HOMEPAGE, (AT THE TOP)
- IN YOUR SOCIAL MEDIA PROFILE DESCRIPTIONS
- CREATE RELEVANT BLOG POSTS