

Value Messaging Worksheet



The Carruthers Group

INSTRUCTIONS

This document is intended to help you develop your Value Proposition. This document includes 7 value proposition formats and corresponding worksheets.

Value Messaging Worksheet

Value Messaging represents strategic elements about your value that leadership, your team, and your customers can understand and rally behind.

When your value messaging is unclear or nonspecific, the result is internal and external confusion about your brand and the benefits you create, ultimately leading to lost sales.

Your value should be so embedded in your daily communications that you can describe it immediately and succinctly at a moment's notice.

EXAMPLE

Value Proposition: What we do – included in the value proposition is a description of the way you create value and deliver that value to your clients.

Example – The Carruthers Group

Lead Question: What does your company do, and how does your company create value?

Answer: We provide solutions that increase sales. We help companies generate consistent, predictable sales growth. Everything that we do is aligned to this value. It is the driving focus of our management, culture, offerings, marketing, and sales activities.

In his seminal book *Crossing the Chasm*, Geoff Moore suggests using a specific template to create value positioning.

Template:

For _____ (target customer)
who _____ (statement need or opportunity)
our (product/service) is _____ (define product/service category)
that _____ (statement of benefit).

Example:

For non-technical marketers
who struggle to find return on investment in social media
our product is web-based analytics software
that turns engagement metrics into actionable revenue metrics.

Your Turn:

For _____ (target customer)
who _____ (statement need or opportunity)
our (product/service) is _____ (define product/service category)
that _____ (statement of benefit).

In *Made to Stick*, Dan and Chip Heath point to how high-concept pitches such as “Jaws on a spaceship” (*Alien*) and “Die Hard on a bus” (*Speed*) can convince movie executives to invest vast sums of money in projects on the basis of very little information. In *Pitching Hacks*, Babak Nivi and Naval Ravikant from Venture Hacks apply examples of this technique to startup companies.

Template:

[Proven industry example] for/of [new domain].

Examples:

Flickr for video.

Friendster for dogs.

The Firefox of media players.

Your Turn:

_____ for/of _____.

_____ for/of _____.

_____ for/of _____.

Steve Blank writes that a Value Proposition is a ten-dollar phrase describing a company's product or service. It answers the following question: "What are you building and selling?" He suggests using the following format for creating a value proposition statement that other people can understand.

Template:

"We help X do Y by doing Z."

Example:

We help non-technical marketers discover return on investment in social media by turning engagement metrics into revenue metrics.

Your Turn:

"We help _____ do _____
by doing _____."

In their Cheat Guide to Customer Development, Cooper and Vlaskovits use what they call a Customer-Problem-Solution presentation.

Template:

Customer: _____ (describe your customer).
Problem: _____ (describe the customer's problem).
Solution: _____ (describe your solution to the problem).

Example:

Customer: My best customers are small and medium-sized businesses (SMBs).

Problem: SMBs can't easily measure campaign ROI because existing solutions are too expensive, are too complicated to deploy, or include a dizzying array of non-actionable charts.

Solution: Our low-cost, easy-to-deploy analytics system is designed for non-technical marketers who need to produce actionable metrics.

Your Turn:

Customer: _____ (describe your customer).
Problem: _____ (describe the customer's problem).
Solution: _____ (describe your solution to the problem).

In his How to Pitch a VC presentation, Dave McClure presents a three-step checklist for creating positioning statements.

Template:

Write a sentence that contains three short, simple, memorable, and jargon-free keywords or phrases to explain the what, how, and/or why of your company.

Example:

“Mint.com is the free, easy way to manage your money online.”

Your Turn:

“_____ is the _____
to _____.”

Below is a value proposition format from David Cowan's *Practicing the Art of Pitchcraft*.

Template:

Highlight the enormity of the problem you are tackling.

Tell the audience up front what your company sells.

Distill the differentiation down to one clear sentence.

Establish credibility by sharing the pedigrees of the entrepreneurs, customers, or investors.

Example:

One person dies of melanoma every 62 minutes.

We offer a dermatoscope iPhone app

that enables people to easily diagnose their skin problems,

leveraging patented pattern recognition technology trusted by the World Health Organization.

Your Turn:

Erik Sink writes that marketing is like an iceberg – only the part sticking out of the water is highly visible. With this thought in mind, Eric suggests using the following format for value positioning.

Template:

Superlative (why choose this product)

Label (what is this product)

Qualifiers (who should choose this product)

Examples:

The easiest operating system for netbook PCs.

The most secure payment gateway for mobile e-commerce.

Your Turn:

Contact Details

The Carruthers Group
6240 W 54th Avenue
Arvada, CO 80002

Phone: 303.578.0523

www.thecarruthersgroup.com

Source: <http://forgronsund.com/2011/11/29/7-proven-templates-for-creating-value-propositions-that-work/> (access date: July 10, 2014)

The Carruthers Group