



3 Minute Mentor

Episode 24 Show Notes

Episode 24: How do you write a value proposition?



Writing good value propositions is usually the work of Product Marketing

1. Why are they important?

A value proposition is the 'who, what and why' of your product or service
Unless you can answer these clearly, you will struggle to communicate value
Your marketing communications will be wrong, sales will struggle to sell
In the long run: good products fail because they have bad badly thought through propositions

2. What makes up a good value proposition?

Need to ask and answer or at least complete these sentences.

- For the following type of customers:
- Who need the following capabilities:
- We offer the following features:
- Better than the competition for the following reasons:

A simple example might be: *For junior and or middle ranked managers and executives without mentors, who want access to advice to help them manage their careers , the 3-Minute Mentor Offers weekly, short, free video and audio based downloadable mentoring advice unlike other services that can take hours to view, can cost many hundreds of dollars and have to be viewed online.*

In a real example the last sentence you need competitors and quantified examples.

3. What to focus on?

When you review a value proposition it needs to have three key qualities:

- It needs to be true (aspiration ones are often unhelpful as they are not real)
- It needs to be specific
- Finally, it needs to have real measureable differentiations in it

Bottom Line: Good Value Props take time to write and work to perfect. But getting them right will make the rest of what you do easier and more successful.