

Find The Core of Your Value Proposition

Step 1

List all the skills, services, knowledge, products, and special product features you can offer to your customers or readers.

These could be “the lowest price,” “great customer service,” “high quality” (product or content such as blog posts), “free shipping,” “large selection,” “expert source” (of service or information), and so on.

You should aim for a list of at least 10-15 items.

Step 2

Rank each item in Step 1 on three scales:

A) How much do your customers/readers want it?

0 – They don’t really care about it.

1 – They find it interesting.

2 – They feel like they *must* have it.

B) How easily can they find it elsewhere?

0 – It’s easy to find elsewhere.

1 – *Most* of my competitors *don’t* offer it.

2 – No one else *can* offer it.

C) How easily can you prove you can deliver it?

0 – I only have my word.

1 – I have something to back up my claims.

2 – I have clear, indisputable proof.

Step 3

For each item in Step 2, multiply the ranking numbers (A x B x C). Remember, if any one of them is zero, the result is zero.

Step 4

Rank the items in Step 2 starting with the one with the highest number after multiplying.

Step 5

Look at the three items with the top scores. Do they rank high on all three scales?

If yes: Congratulations! You can form a strong value proposition based on your special skills, qualities, or products that few others can offer.

If no: Go back to Step 1. What do you need to change so at least three items rank high on all three scales?

Step 6

Get my thoughts about your results FREE.

1. [Click here](#).
2. Send an email with your ideas and questions to the email address you're given.

Cheers,

Peter Sandeen



Straightforward instructions for marketing strategy fundamentals and advanced conversion optimization – www.PeterSandeen.com