

Value Proposition Template

Explain Your Offering

<p>In three to five sentences, describe the primary function of your company – what does the company do?</p>		
Problem Solved #1	Problem Solved #2	Problem Solved #3
<p>In priority order, describe the top three problems that your product/service helps solve for its customers.</p>		
Customer Benefit #1	Customer Benefit #2	Customer Benefit #3
<p>In priority order, describe the three most important benefits that customers derive from your product.</p>		

Define Your Ideal Buyers

In three to five sentences, describe the ideal buyer persona (may be more than one).

Buyer Persona	What do they know about your company?	What objections would they have about working with you?
Include demographics, interests, careers, values, pain points, etc. Everything that might help you define your ideal customer better.		

Market Landscape

	Market Trend #1	Market Trend #2	Market Trend #3
MARKET TRENDS	In priority order, describe the three most important market trends impacting the industry.		
CUSTOMER NEEDS (IN RELATION TO TRENDS)	Differentiating message #1	Differentiating message #2	Differentiating message #3
	Describe what customers need in response to market trends listed above.		
DIFFERENTIATING MESSAGES	Differentiating message #1	Differentiating message #2	Differentiating message #3
	In priority order, describe the three most important company attributes that make your brand attractive vs. competitors (how do we respond to customers needs in relation to current market trends).		

Positioning & Messaging



TAGLINE	Enter the tagline consistently used in all communication activities. Taglines should be short catch phrases that highlight a customer benefit, a differentiation message, or both. Complete taglines after completing all content below.
NET TAKEAWAY	Enter the ideal impression of your brand that you want the target audience to have after multiple exposure to your messages.
CORE MESSAGE	Summarize key concepts from the messaging statements in a series of sentences that could be read or spoken in less than 10 to 30 seconds.
POSITIONING STATEMENT	Describe in one sentence how your company provides a key benefit (using customer benefit #1 from previous slide) better than any other vendor (using differentiating message #1 from previous slide).

Brand Promise & Pitch



BRAND PROMISE	<p>One-sentence promise to customers: How your product/service will help your customers solve problem X</p> <p>Ex: CoreLogic helps clients protect their policyholders from inadequate coverage while more strategically underwriting distributing risk throughout their portfolio.</p>
25 WORD DESCRIPTION	
50 WORD DESCRIPTION	
100 WORD DESCRIPTION	

Need help or advice?
Get in touch with our team at
info@brandanizer.com