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Proven Templates for Creating a Winning Value Proposition for Your Business.

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Geoff Moore's Value Positioning Statement

Template

For _____ (target customer)

who _____ (statement of the need or opportunity)

our (product/service name) is
_____ (product category)

that (statement of benefit)
_____ .

Sample(s)

For non-technical marketers

who struggle to find return on investment in social media

our product is a web-based analytics software

that translates engagement metrics into actionable revenue metrics.

Venture Hacks' High-Concept Pitch

Template

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

Sample(s)

1. Flickr for video.
2. Friendster for dogs.
3. The Firefox of media players

Steve Blank's XYZ

Template

“We help X do Y doing Z”.

Sample(s)

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

Patrick Vlaskovits & Brant Cooper's CPS

Template

Customer: _____ (who your customer is).

Problem: _____ (what problem you're solving for the customer).

Solution: _____ (what is your solution for the problem).

Sample(s)

Customer: I believe my best customers are small and medium-sized business (SMB) markets.

Problem: Who cannot easily measure campaign ROI because existing solutions are too expensive, complicated to deploy, display a dizzying array of non-actionable charts.

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

Dave McClure's Elevator Ride

Template

- Short, simple, memorable; what, how, why.
- 3 keywords or phrases
- KISS (no expert jargon)

Sample(s)

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

David Cowan's 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, easy-to-comprehend sentence.
- Establish credibility by sharing the pedigree of the entrepreneurs, customers, or the investors.

Sample(s)

One person dies of melanoma every 62 minutes.

We offer a dermatoscope app for iPhone that enables people to easily diagnose their skin, leveraging patented pattern recognition technology trusted by the World Health Organization

The VAD approach*

Template

[verb; application; differentiator]

Sample(s)

- Share PowerPoint and Keynote slides including audio (Slideshare).
- Create and write blogs via email (Posterous).
- Make VOIP calls easily and cheaply (JaJah).

Eric Sink's Value Positioning

Template

1. Superlative ("why choose this product").
2. Label ("what is this product").
3. Qualifiers ("who should choose this product").

Sample(s)

- The easiest operating system for netbook PC's.
- The most secure payment gateway for mobile e-commerce.

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