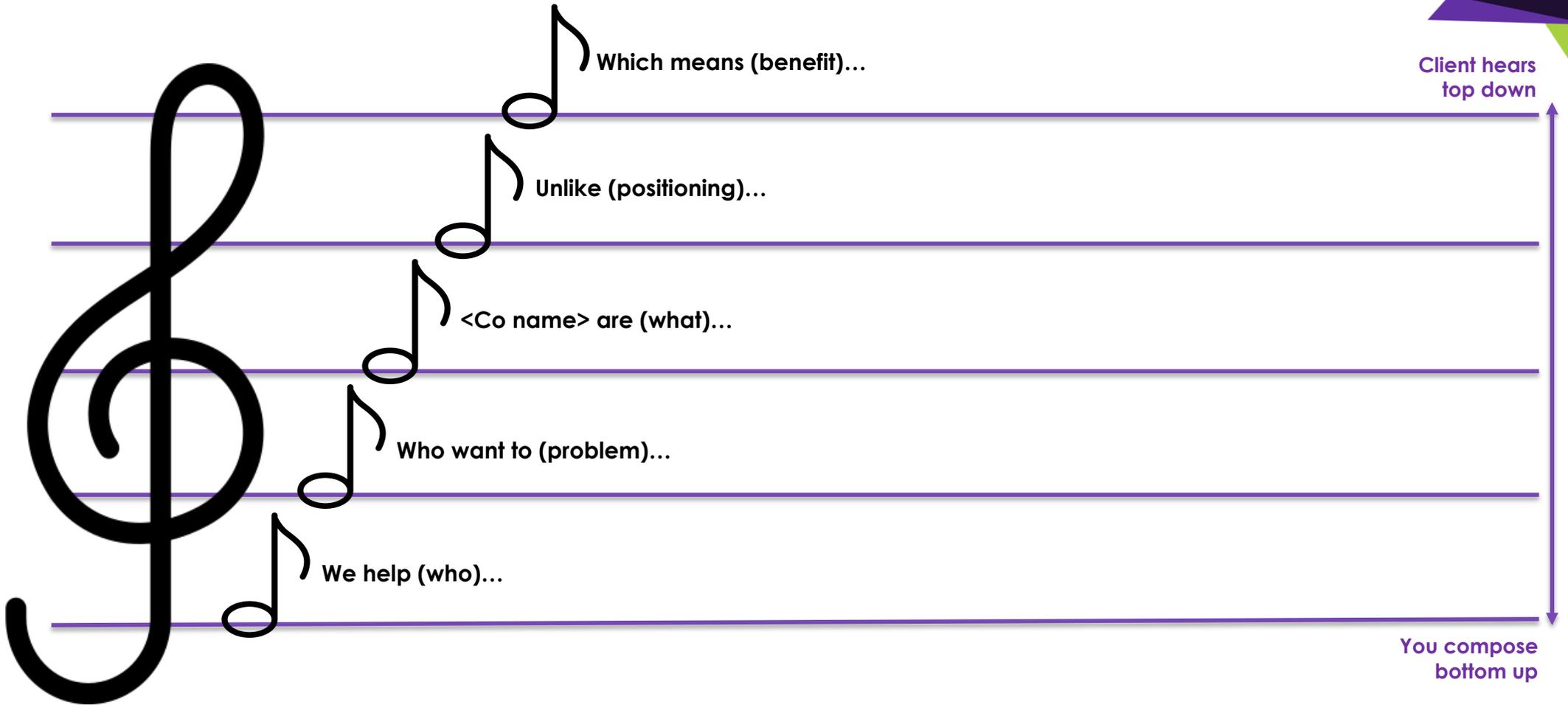


COMPOSE YOUR SONG: YOUR VALUE PROPOSITION



TIPS ON COMPOSING YOUR VALUE PROPOSITION

SING ONE SONG AND SING IT WELL



- Before you even start writing, you really need to be very clear on the following:
 - the specific audience you're serving. You need to be singing to someone in particular, in their language, and to do that you have to focus on a niche audience. Performing to everyone will engage none of them.
 - the problem clients really hire you to solve, in their words, and the real benefit they are looking for (this is usually some specific aspect of time/money/emotion/people/planet)
 - the competitors or other alternatives they would compare you with and why your product or service is actually better for them (honestly what they think, not what you believe).
- You compose the value proposition bottom up. This is an internal document and it should always start with being clear with your team on who you will and won't serve.
- Your clients care most about the top line of the musical stave – the benefit to them. That's the performance they want a ticket to hear.
- Sing in language that your clients would use and avoid jargon. A value proposition should give you and your audience clarity – don't obscure that with too much complex information.
- Test your proposition with some clients, prospects and employees – rehearsals never hurt.



For more tools, workshops or consulting support to compose and launch your value proposition, visit brandsymphonymarketing.com

THE ORCHESTRATE METHOD FROM BRAND SYMPHONY MARKETING



Brand Symphony Marketing help smaller service businesses write, orchestrate and perform marketing strategies for growing brands.

We provide workshops, tools and programs for managing directors and their marketers. Typically clients have 10-50 employees and £2-7m turnover. Using the Orchestrate Method our Brand Orchestration Program focuses you on the right things, in the right order, to develop a marketing strategy that works.

For more information or to take the scorecard and benchmark your business, visit brandsymphonymarketing.com

