

Value proposition template

Research has indicated you have between 5 to 30 seconds to hold the attention of a visitor to your landing page before they take their custom elsewhere – pretty crazy, right?

A value proposition communicates how your product or service will benefit your customer. You need to outline why your product is essential for your target segment, how it will solve their pain points, and why your product is more desirable than others on the market.

Before you start writing your value proposition, you need to consider key factors, including:

- 1) Your customer: Who do you want to buy your product?
- 2) The problem: What problem are you solving for the customer if they buy your product?
- 3) The solution: How does your product solve their problem?
- 4) The differentiator: How is your product different?

Don't overcomplicate things, keep it short and easy to understand, and remember – if you can name drop, then by all means, go for it! This will help you establish credibility, instill confidence among your target personas, and outdo companies who may be offering a rival product.

Use this template to help you build a value proposition that ticks all of the boxes:

For	[Who is your target customer?]
Who	[Identify their specific needs, requirements, demands, buying criteria]
We provide	[Include the name of your product name/description]
That	[Outline the specific benefits and USPs of your product/what value do you bring to your clients?]
Unlike	[Identify the competition/competitors]
Who	[What does your competitor do? What features do they provide?]
Our company	[Provide an outline of your solution, functions, benefits]
That	[Why do the features of your product/service make for a better experience when compared to your competitor?]

Value proposition example

For women who want studio-quality haircuts at a fraction of the cost, we offer Intenso, a hair dye that's easy to apply at home but offers the finished product of a professional cut.

Unlike other hair products available, Intenso is the only product that lasts 12-months without the need for reapplication, and can be removed in one sitting when combined with our patented Intenso formula. Intenso customers not only get the haircut of their dreams at affordable prices, but the piece of mind they can return to their natural coloring at the drop of a hat.

This makes for an enjoyable styling experience because you can experiment with as many colors as you want, in a fraction of the time, whilst protecting your hair (and your pocket!)

P.s. We've got a whole course on [Positioning](#), too.