




Defining your value prop

Your value proposition summarizes what you do, clearly states your benefits, and why someone should choose you over your competitors.

It may be tempting to make a laundry list of what you do better, but the value prop isn't about you. It's about your customer and how you can best solve their problem.

Nailing a concise and clear value prop is difficult, but it will help you in so many ways. When you know what your value prop is, you can measure the marketing tactics you are contemplating against it.

<p>What challenge or frustration does your customer have?</p> 	<p>How are you solving their problem?</p> 	<p>How are you doing it better than your competitors?</p> 
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