

Craft Your Value Proposition



Introduction

Once you've understood your target market and adapted your offerings to meet target audience needs, the next step is to grab their attention. This is where a clear and compelling value proposition plays a crucial role.

Your **value proposition** is a concise statement that communicates the unique benefits and value that your product or service offers to your users, distinguishing it from competitors. It should clearly convey these benefits and why users should choose you over your competitors. This is vital because your value proposition is the first thing potential users will encounter on your homepage. It plays a key role in convincing potential buyers to engage with your content.

In a market filled with various evidence creators¹, crafting a unique value proposition is essential to capture the attention of your target audience, demonstrate how you can meet their needs, and ensure your services align with what they seek. Make sure your value proposition is prominently displayed on your homepage and at all major entry points on your website.



Developing a strong value statement also helps ensure that your offerings align with user needs and positions you effectively within the evidence creator ecosystem.

At a glance

- Conduct thorough research to understand the specific needs and challenges of your target buyers.
- Define the key benefits that your services offer, and frame them in the context of the buyers' most pressing needs.
- Clearly explain how your services can help buyers overcome their challenges and achieve their desired outcomes.
- Highlight the unique features and advantages that differentiate your offering from those of your competitors.
- Keep in mind that the value proposition should be easy to understand and immediately clear to the prospective buyer.

¹Evidence creators are organizations who generate or aggregate objective information to evaluate products and services such as instructional materials, EdTech, or professional learning. The evidence may be based on educational research or metrics of school, teacher, and student performance. These organizations may also work directly with district buyers and other education professionals to improve procurement decisions.

Introduction

Once you've understood your target market and adapted your offerings to meet target market needs, you'll be in a position where a clear value proposition is possible.

Why is this important? In a market crowded with evidence creators, crafting a unique value proposition is essential to capture your district buyer audience's attention. It showcases how you can meet their needs and ensures your existing services align with their requirements.



This toolkit walks you through the process:

1. **Understand Your Audience:** Explore the people you serve, including their needs, preferences, and challenges.
2. **Analyze Competitors:** Gain insights into the market's existing offerings and identify gaps your services can fill.
3. **List Product Benefits:** Highlight the unique advantages that set your offerings apart.
4. **Address Problems:** Align your benefits with your users' challenges to ensure a perfect solution.
5. **Quantify Benefits:** Use case studies and metrics to prove your offerings' measurable results, such as cost savings.

This merger provides a comprehensive understanding of how important a compelling value proposition is and how the toolkit will guide you in creating one.

¹ Evidence creators are organizations who generate or aggregate objective information to evaluate products and services such as instructional materials, EdTech, or professional learning. The evidence may be based on educational research or metrics of school, teacher, and student performance. These organizations may also work directly with district buyers and other education professionals to improve procurement decisions.

A value proposition can take different forms; however, three key components that can elevate how you communicate your value proposition to your users are the headline statement, a subheader to provide additional details, and a visual to capture your audience's attention.² Click on the different elements of the image below to understand how to strengthen your value proposition across each of these components.

Structure of a Value Proposition

A

Headline:
a clear and simple
statement of
what you do

B

Subheader

A paragraph providing additional information on

- Who your target audience is
- What their main challenge is
- How your product addresses this challenge
- Why you are different from other evidence creators

C



A

Headline Tips!

Make the header clear and concise. It can be creative, but clarity is the priority.

²Coleman, Basha. "[How to Write a Great Value Proposition \[7 Top Examples + Template\].](#)" HubSpot Blog, April 13, 2023.

Structure of a Value Proposition

A

Headline:
a clear and simple
statement of
what you do

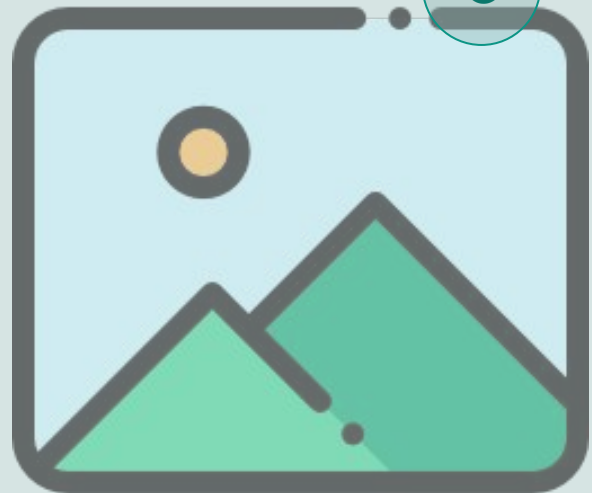
B

Subheader

A paragraph providing additional information on

- Who your target audience is
- What their main challenge is
- How your product addresses this challenge
- Why you are different from other evidence creators

C



B

Subheader Tips!

Use running text or bullet points to elaborate on your products and services and which problem they solve.

Structure of a Value Proposition

A

Headline:
a clear and simple
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what you do

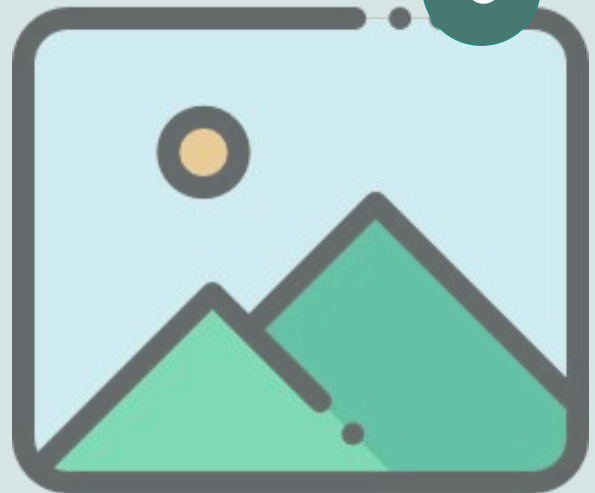
B

Subheader

A paragraph providing additional information on

- Who your target audience is
- What their main challenge is
- How your product addresses this challenge
- Why you are different from other evidence creators

C



C

Visualization Tips!

Include a video, infographic, or image that is specific to your content and emotionally engaging for the target audience.

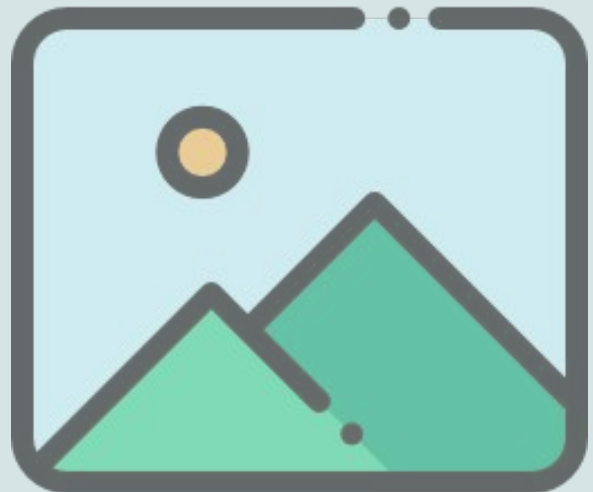
Your Current Value Proposition

Using the structure provided, try writing down your current value proposition. You can use this as a basis of your work in this tool.

<<Header Input>>

<<Subheader Input>>

- <<Subheader input>>
- <<Subheader input>>
- <<Subheader input>>

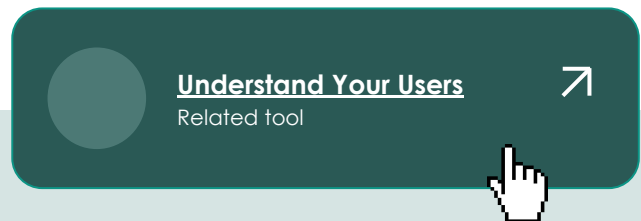


Take a moment to evaluate your current value statement. In the next steps you will be guided through the steps to write a proposition that establishes your strengths. See for yourself if there are areas for improvement!

How to Craft a Value Proposition

In order to craft your value proposition, it is important to first understand what district buyers are looking for. This is an essential prerequisite for drafting a powerful value statement. While you can draft a value statement without this step, understanding the needs of district buyers is the key to generating real value for them. To ensure you're well-prepared for this step, please take the following actions:

- **Preliminary Research:** Conduct initial research or gather data about your target audience to get a clearer picture of their demographics, preferences, and pain points.
- **Brainstorm:** Once you've gathered preliminary information, brainstorm and make a list of your target users and their unique needs.
- **Answer These Questions:** To guide your brainstorming, try answering the following questions:



Who are my target users?

Describe your target users...

What are their needs?


Write down your target user's needs.


Write down your target user's needs.


Write down your target user's needs.

Once you have articulated your target audience and developed an understanding of their needs, you can take the following three-pronged approach to crafting your value proposition. Click on each step for a detailed description of the steps you will take.

 **Understand The Market** 
Related tool


Step 1
Define the benefits of your services
Think about all your products and services and list the benefits that users can derive from each.


Step 2
Link benefits to your users' main challenges
Think about which challenges your users experience and how each product/service you offer address these.


Step 3
Differentiate your products/services
Think about your specific area of expertise. Consider the features, attributes, or aspects that make your offering different from others in the market.

Coleman, B. (2023, April 13). [How to Write a Great Value Proposition](#). HubSpot.
Laja, P. (2022, December 16). [Unique Value Proposition: How to Create a UVP \(With 7 Examples\)](#). CXL.
Cote, C. (2020, July 28). [How to Create an Effective Value Proposition](#). Harvard Business School Online.

How to Craft a Value Proposition

Step 01

Define the Benefits of Your Services

To craft a compelling value proposition, you must first **clearly define the benefits of your service**. This means thinking about how your service can help your target users to solve their problems, achieve their goals, or improve their lives in some way.

One way to identify the benefits of your service is to brainstorm a list of all the things that your service can do. Once you have a list, start to group similar items together and identify the overarching benefits that they represent. For example, if your service helps users to save time, improve their productivity, and reduce stress, you might group these benefits together under the overall benefit of "increased efficiency."

A	Target audience and their needs	<p>Your Organization</p> <hr/> <table border="0"><tr><td data-bbox="597 1159 769 1192">Target users</td><td data-bbox="1045 1159 1201 1192">User needs</td></tr><tr><td data-bbox="597 1192 1003 1226"><Insert previous response here></td><td data-bbox="1045 1192 1451 1226"><Insert previous response here></td></tr></table>	Target users	User needs	<Insert previous response here>	<Insert previous response here>
Target users	User needs					
<Insert previous response here>	<Insert previous response here>					
B	What products/ services do I offer?	<p><i>Write down your product offering...</i></p>				
C	How can I group the different products/services that I offer?	<p><i>Write down your groupings of your offerings...</i></p>				
D	How does this benefit my users?	<p><i>Write down your product's/service's benefits...</i></p>				

How to Craft a Value Proposition

Step 02

Link Benefits to Your Users' Main Challenges

Craft your value proposition by connecting the benefits of your products and services to the challenges your target users face. Consider what your users struggle with and how your offerings can help them overcome these obstacles. Use case studies and tangible results to demonstrate the measurable impact of your products and services.

For example, you could highlight how your product helped a customer who was concerned with budgeting to save 20% on costs or increase sales by 15%. By showing users how your offerings can help them achieve their goals, you can create a value proposition that is both compelling and persuasive.

A Target audience and their needs

Your Organization

Target users <Insert previous response here>	User needs <Insert previous response here>
Product/Service I offer <Insert previous response here><Insert previous response here>	

B What are my users' frustrations or pain points?

Write down your user's pain points...

C How does my product/service answer these frustrations?

Write down your thoughts...

How to Craft a Value Proposition

Step 03

Find Your Differentiator

A

Target Audience and their Needs

Your Organization

Target users

<Insert previous response here>

User needs

<Insert previous response here>

Product/Service I offer

<Insert previous response here><Insert previous response here>

B

What makes my product/service unique?

Describe your unique selling point...

C

Why should users choose me compared to other competitors?

Write down your key strengths...

Save your Progress

All the things you wrote across the the lesson can be exported so you can keep them and utilize them.

Choose format



Pdf Document (.pdf)

Editable google sheet (.gsheet)

Download ↓

Do's and Don'ts in Crafting Your Value Proposition



Don'ts

Avoid jargon, superlatives, and stock images in your value proposition.

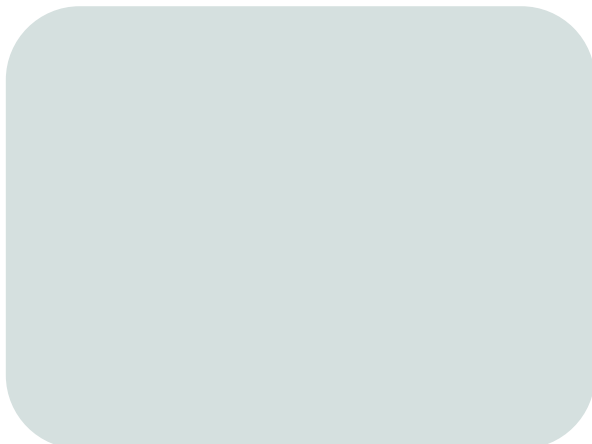


Do's

Write a clear, concise, and visually appealing value proposition that resonates with the users quickly.



Learn more about writing value propositions by reading this article.



[Writing Value Propositions](#)

Blog



A HubSpot article that teaches you how to write a value proposition, with templates and examples to help.

Do's and Don'ts in Crafting Your Value Proposition



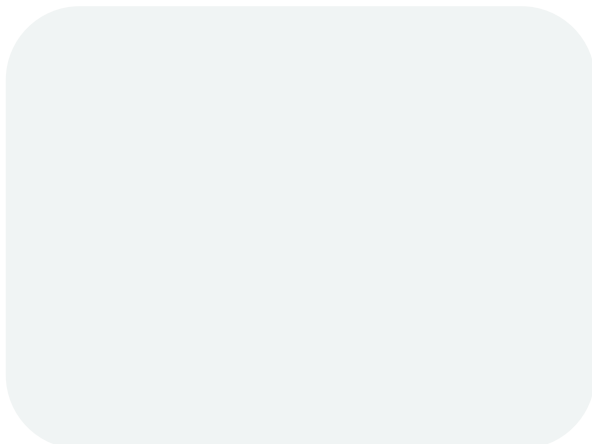
Do's



In creating value propositions, we try to:

- Use clear and simple language
- Make the header creative and engaging
- Ensure the value statement can be read and understood in about 5 seconds
- Showcase a clear understanding of district buyer needs
- Include a meaningful visual

Learn more about writing value propositions by reading this article.



[Writing Value Propositions](#)

Blog



A HubSpot article that teaches you how to write a value proposition, with templates and examples to help.

Do's and Don'ts in Crafting Your Value Proposition



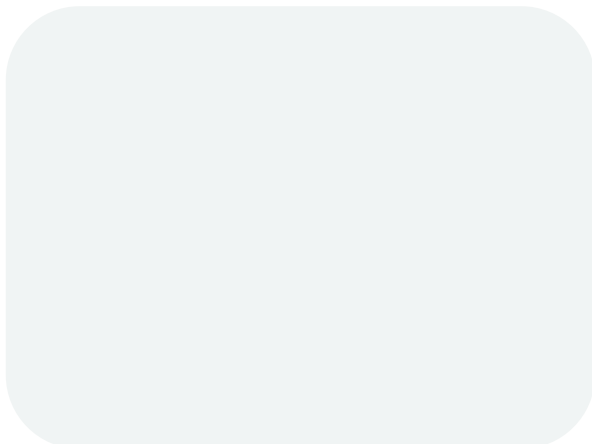
Don'ts



In creating value propositions, we avoid:

- Using jargon or complicated language
- Using superlatives (“best”) and hype (“never seen before”)
- Using a generic stock image as your visual

Learn more about writing value propositions by reading this article.



[Writing Value Propositions](#)

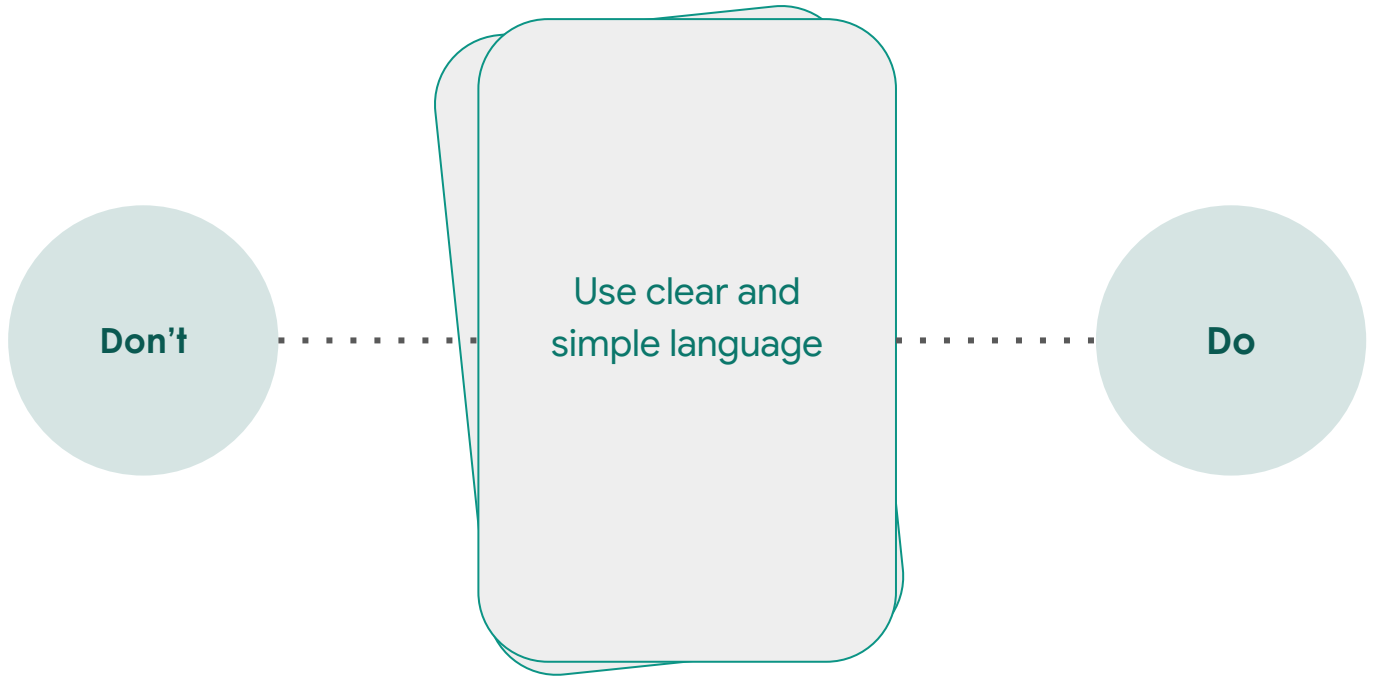
Blog



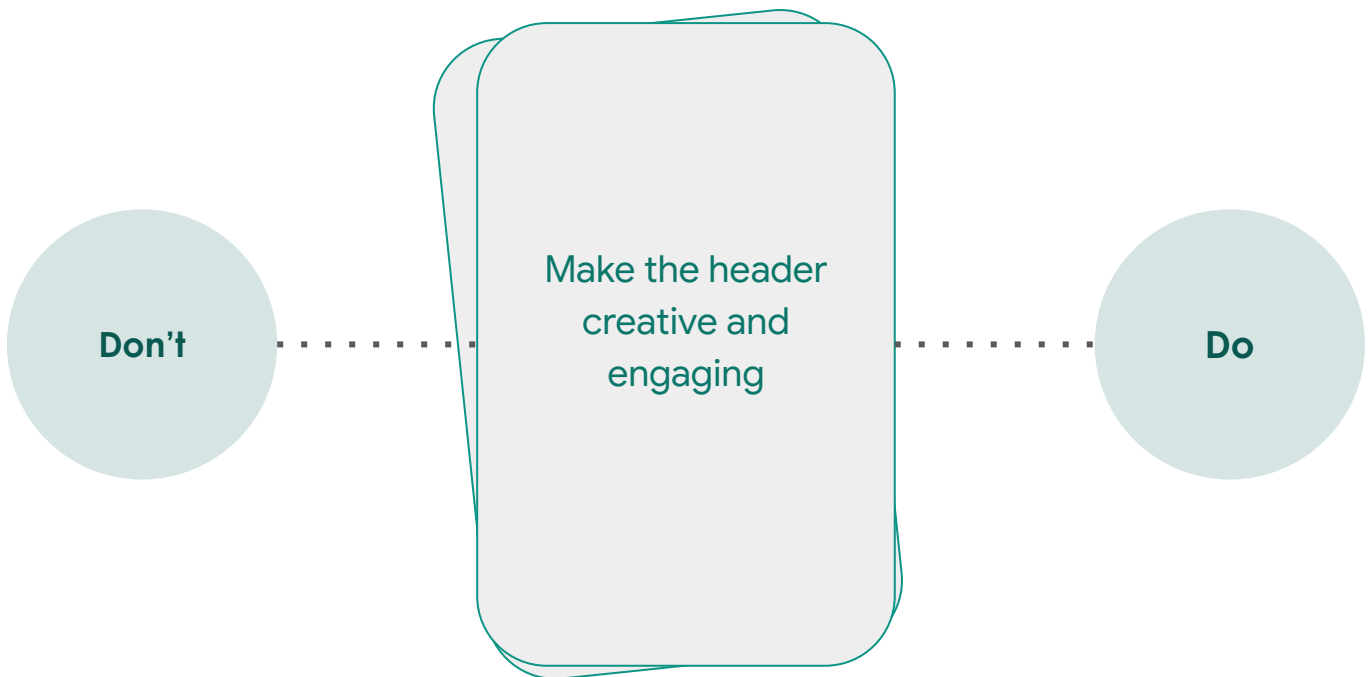
A HubSpot article that teaches you how to write a value proposition, with templates and examples to help.

Let's try this

What are the Do's and Don'ts of a good value proposition?



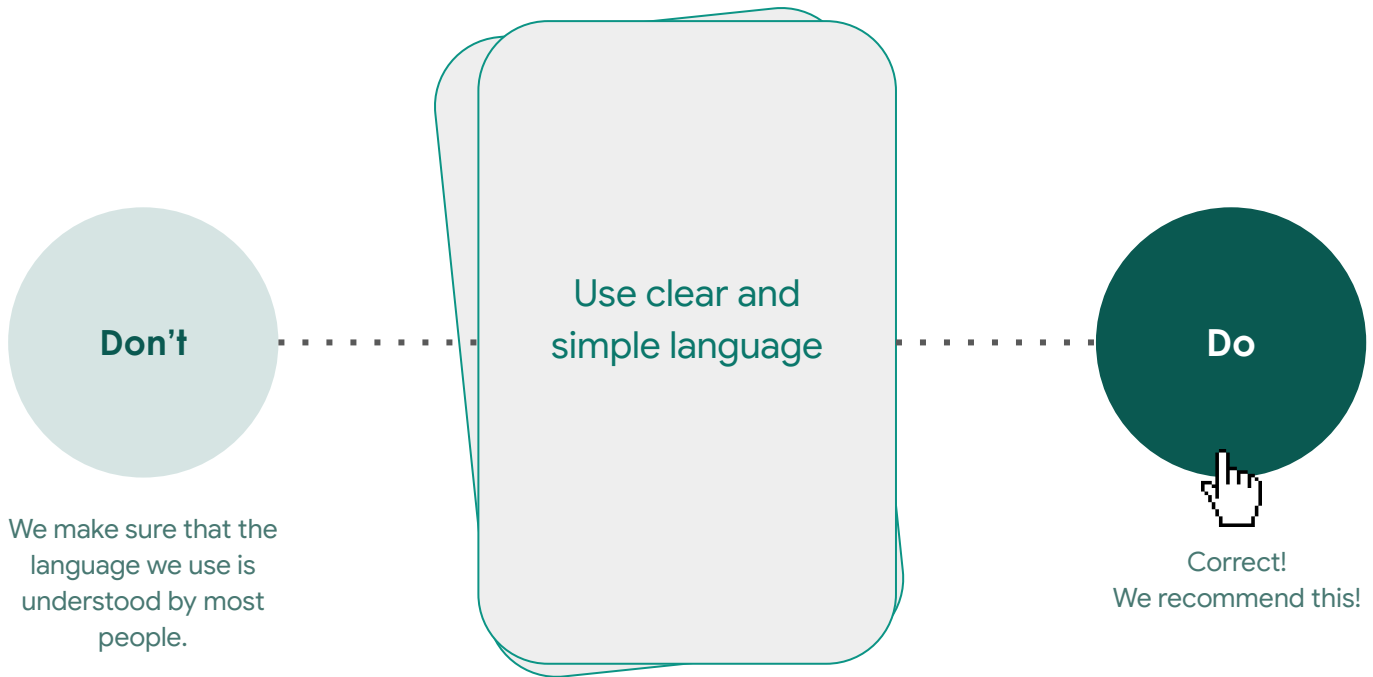
1 of 8



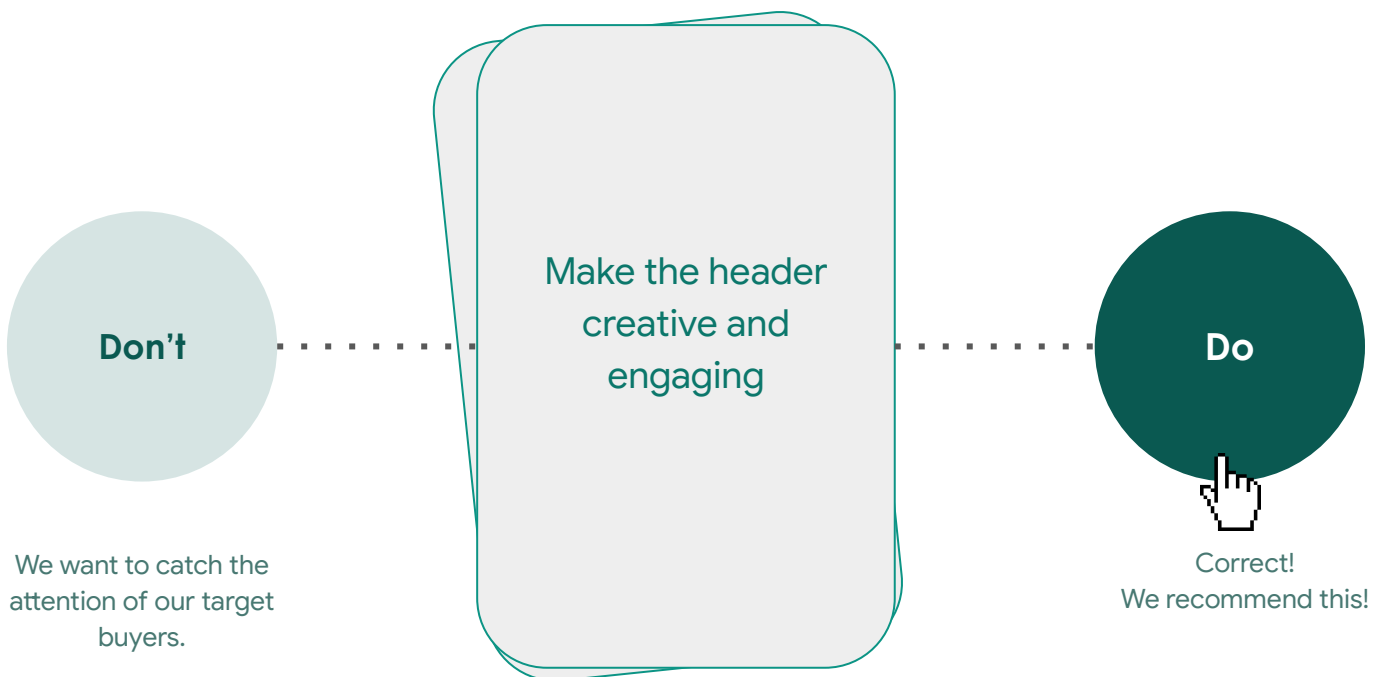
2 of 8

Let's try this

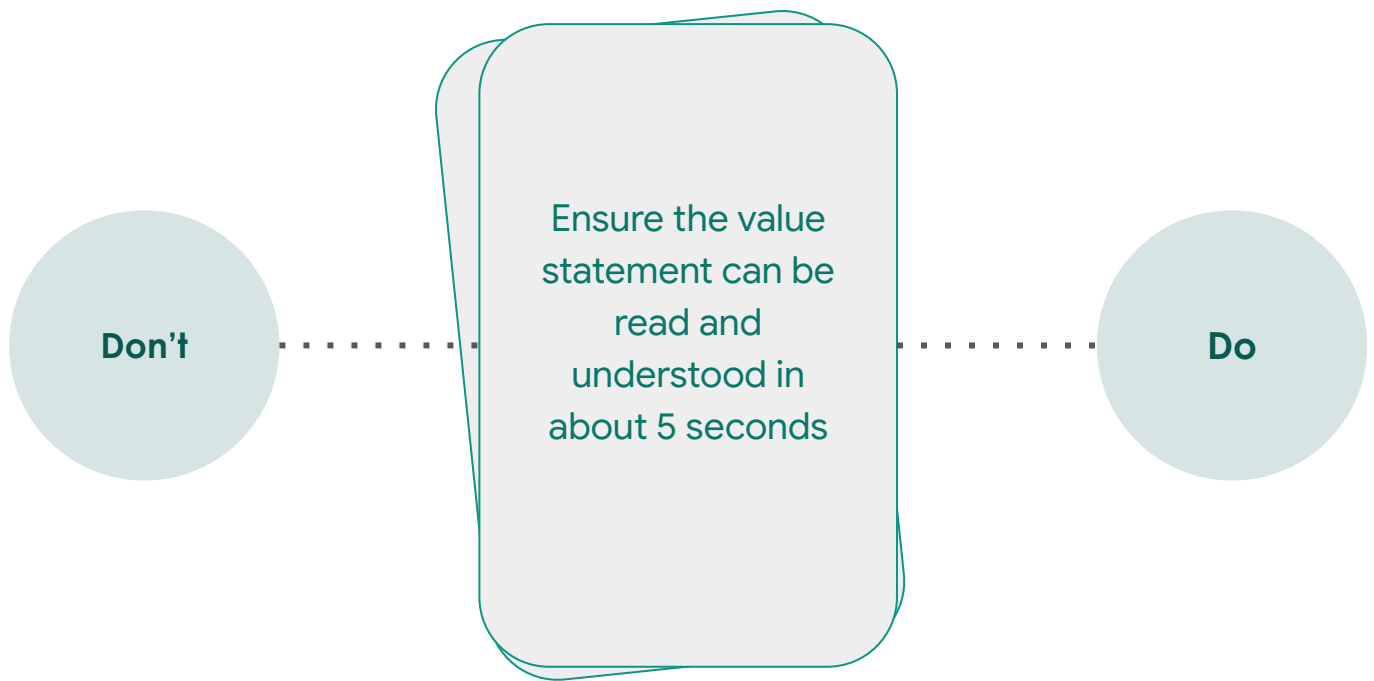
What are the Do's and Don'ts of a good value proposition?



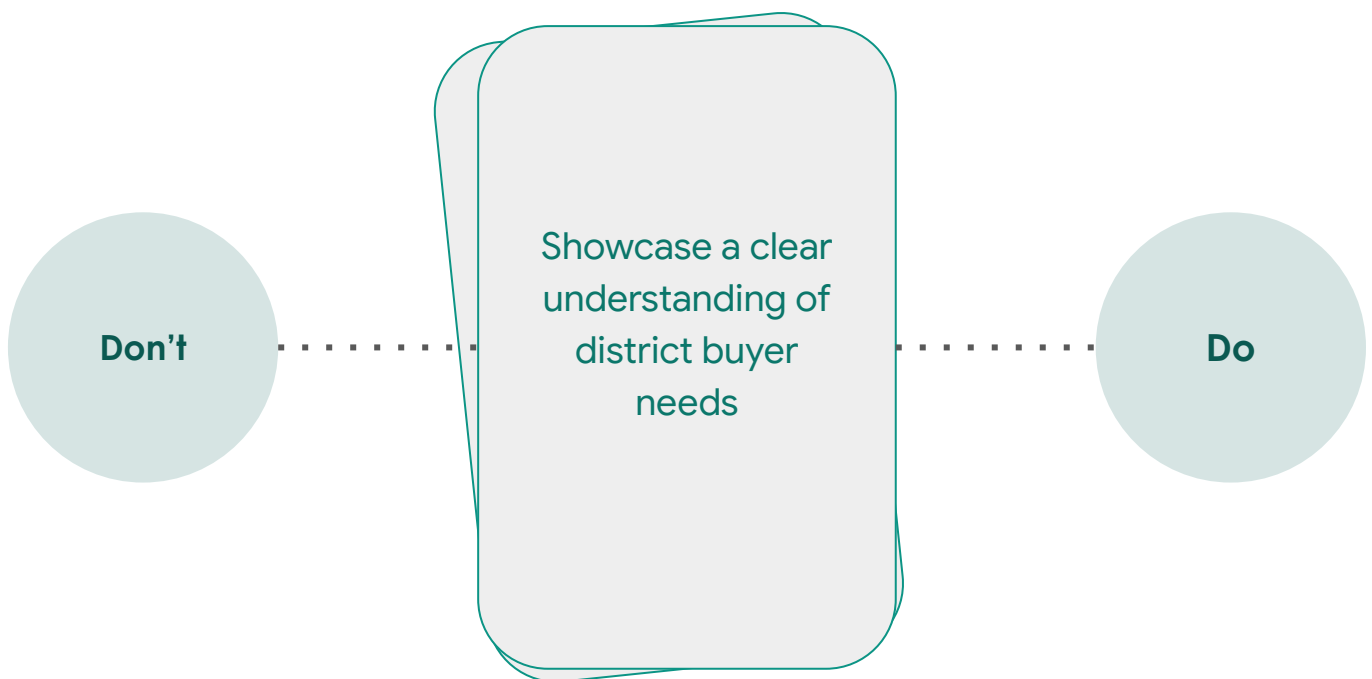
1 of 8



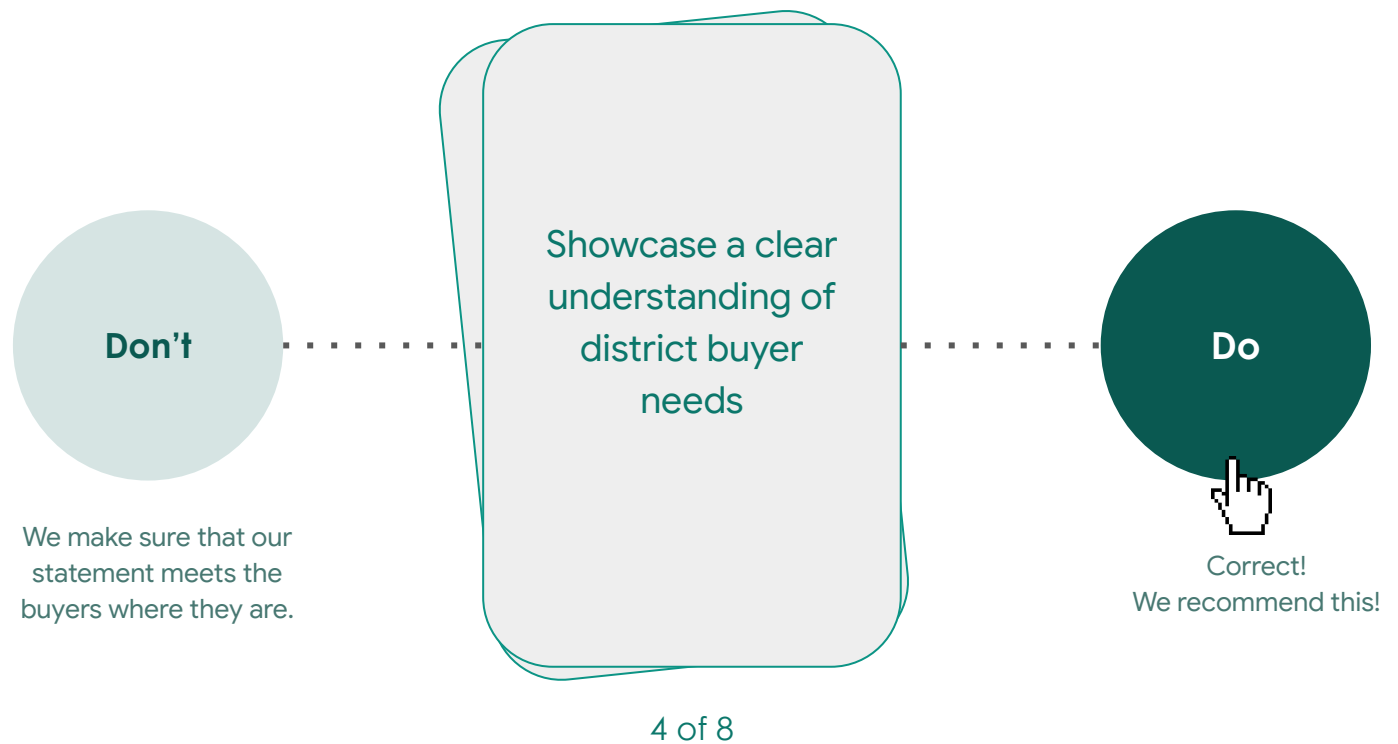
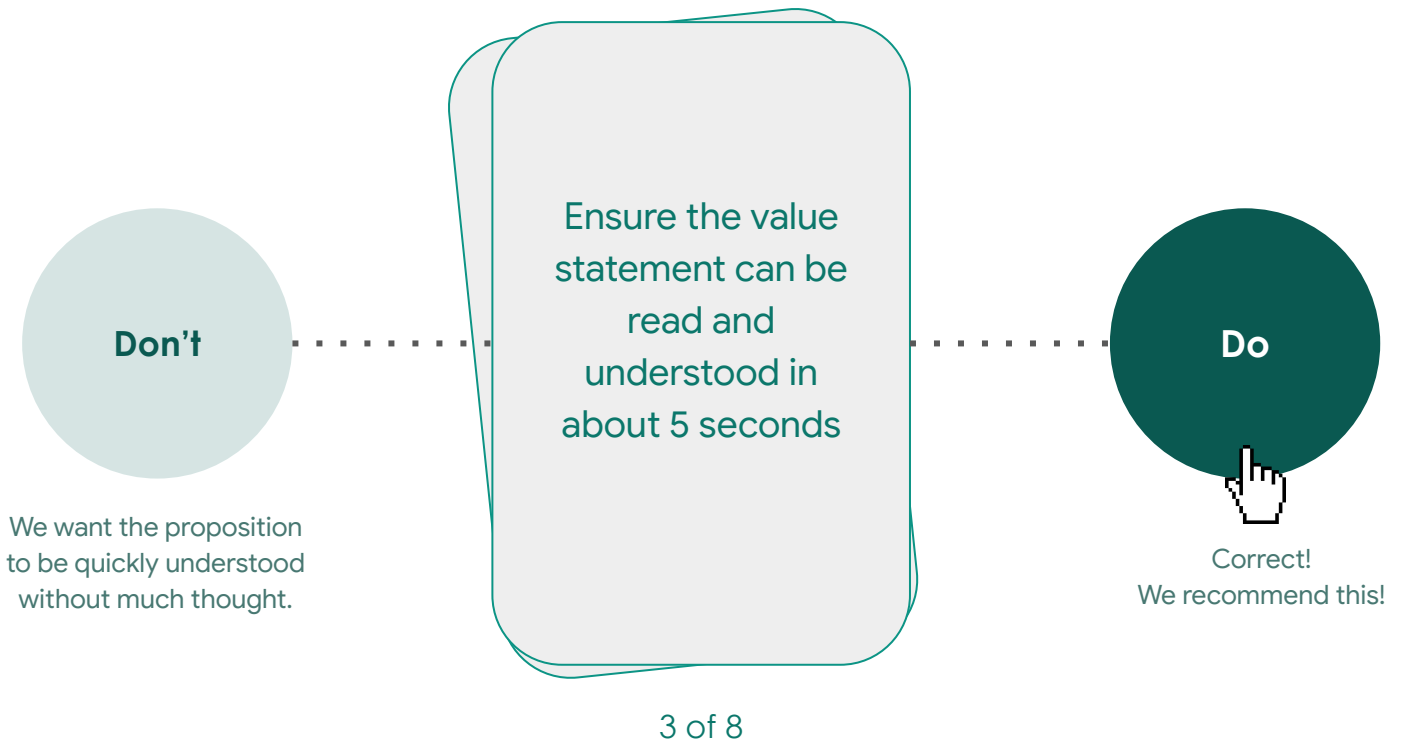
2 of 8

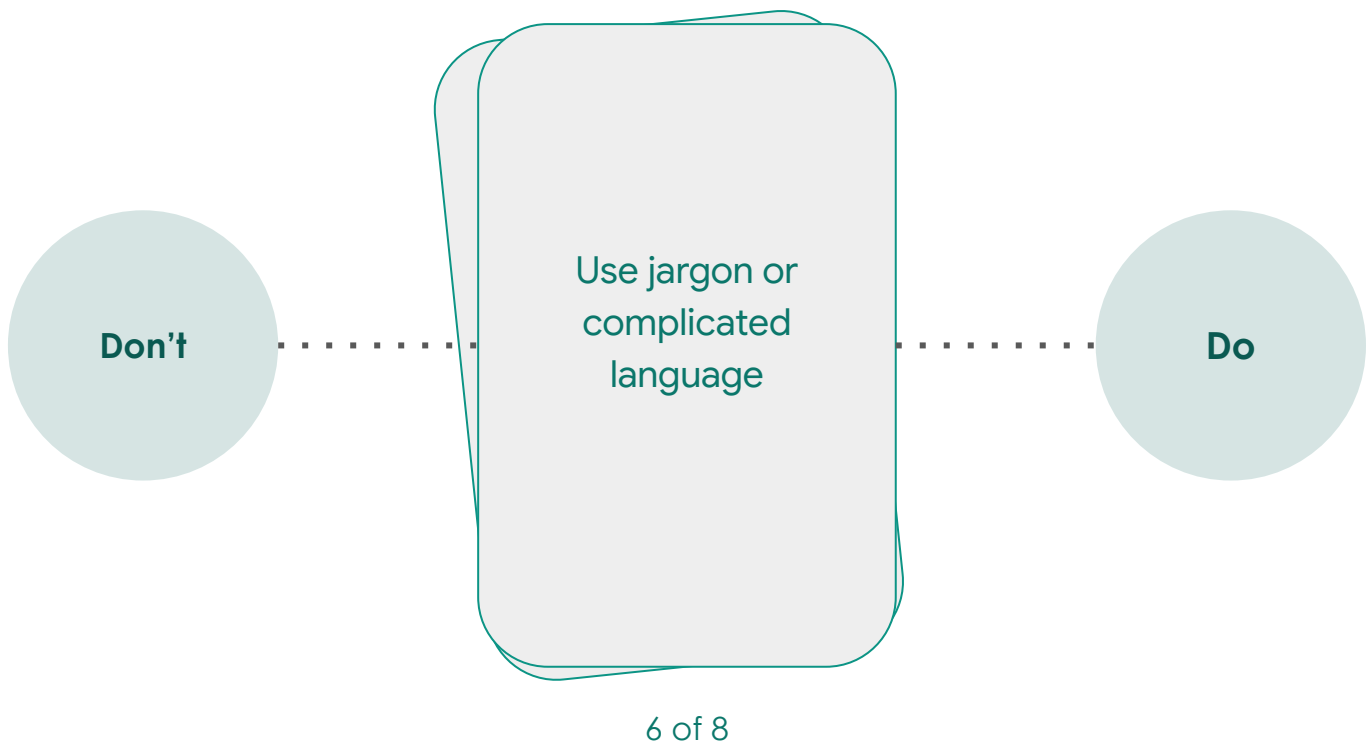
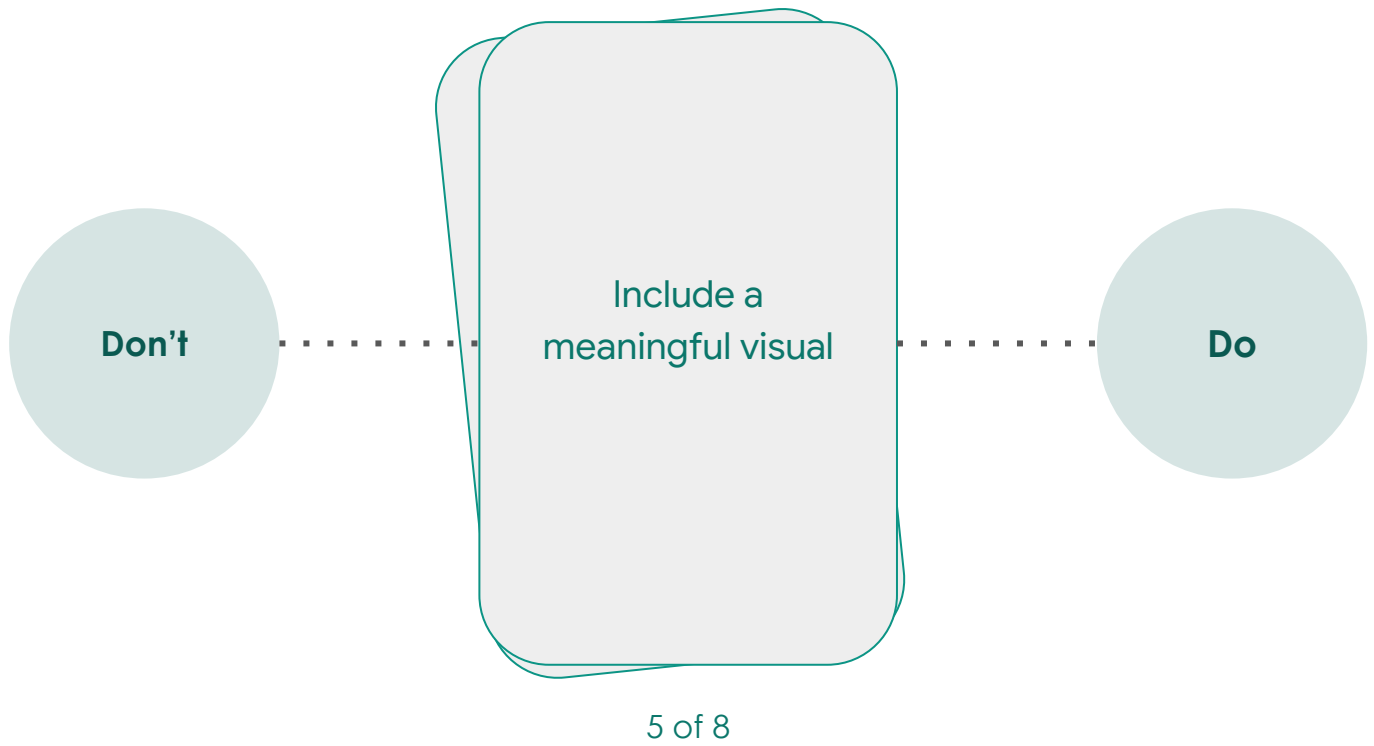


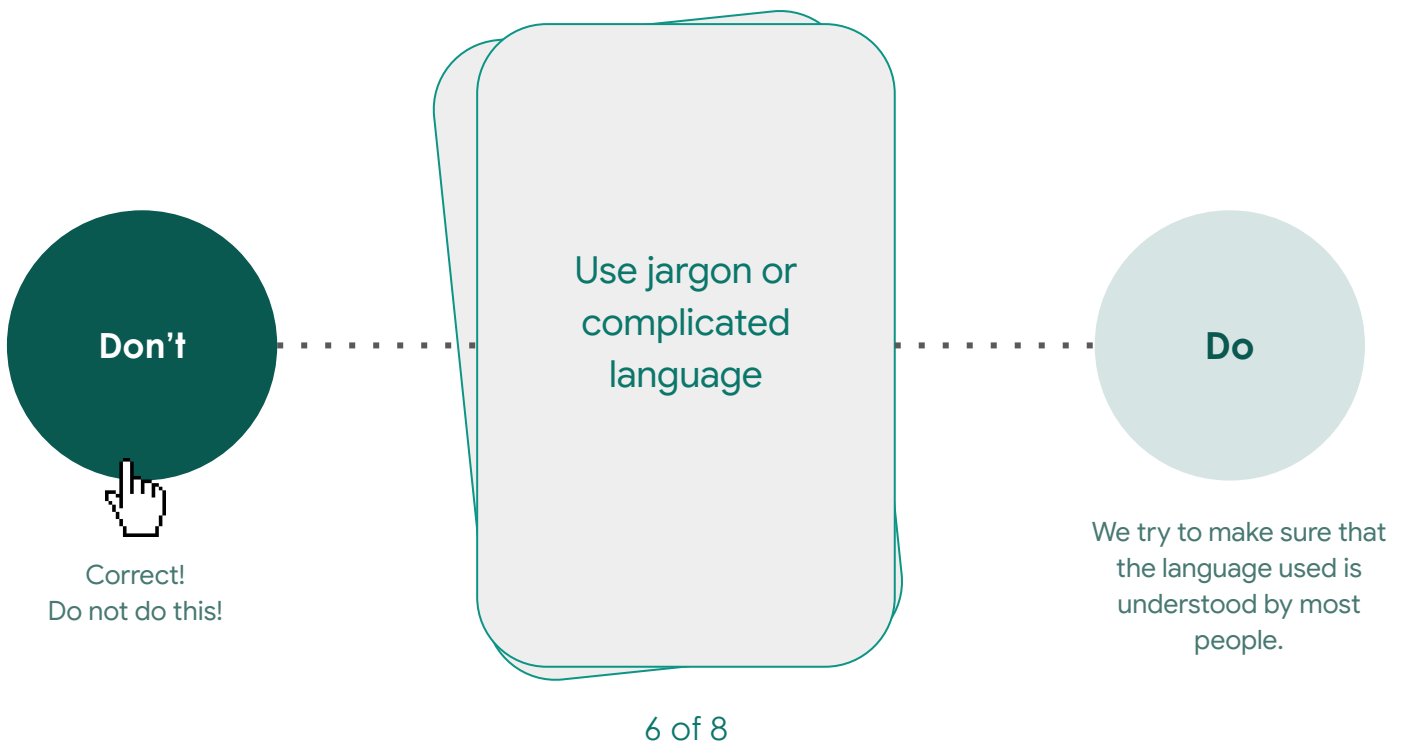
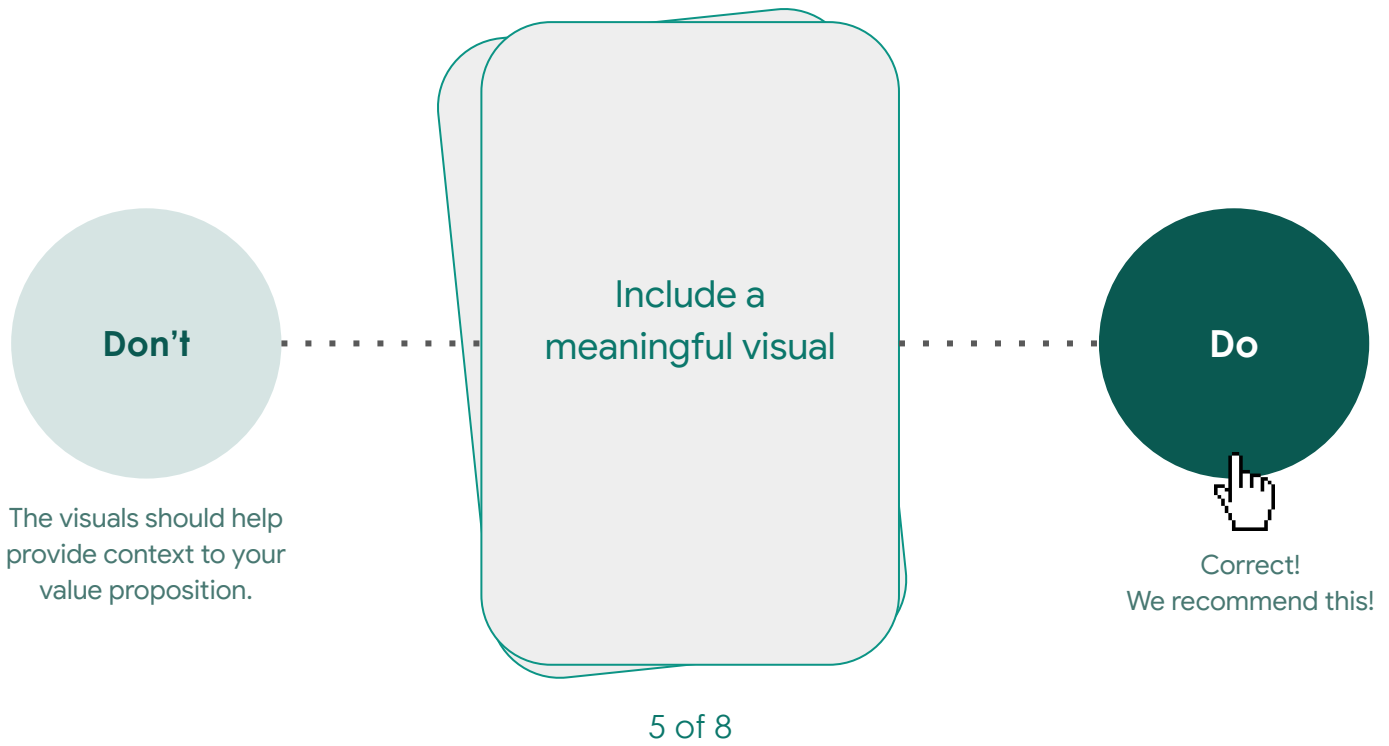
3 of 8

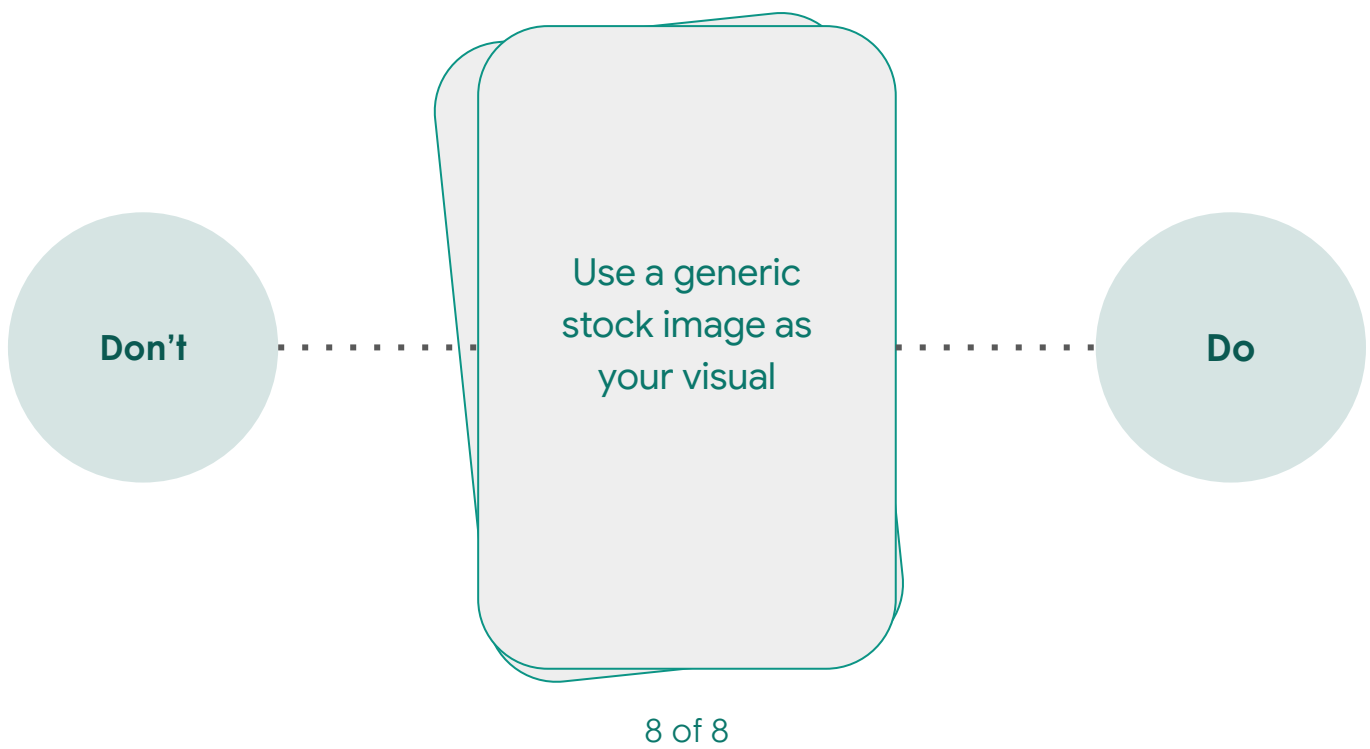
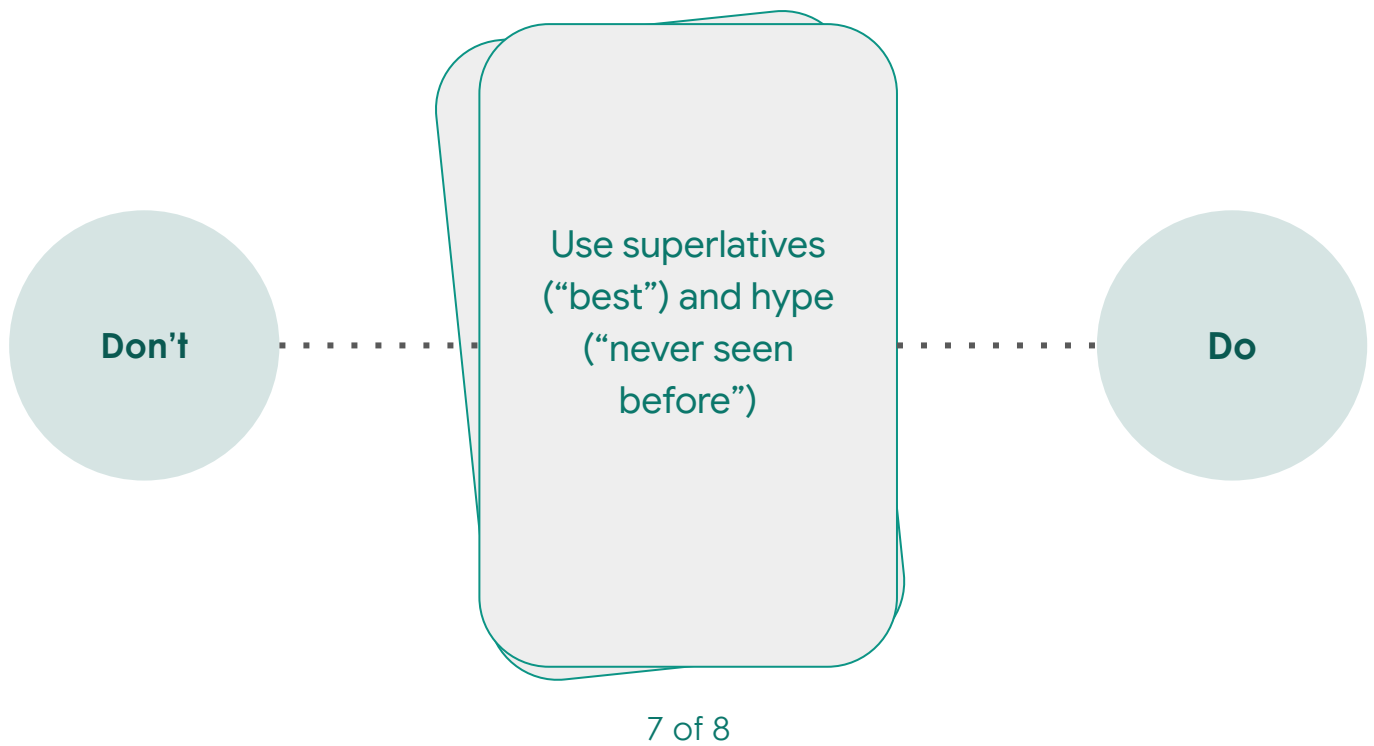


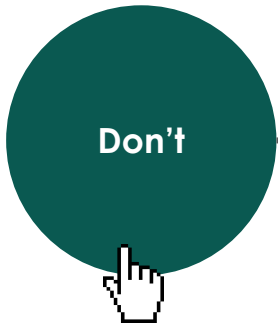
4 of 8



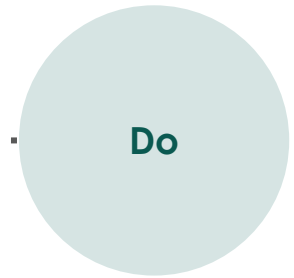






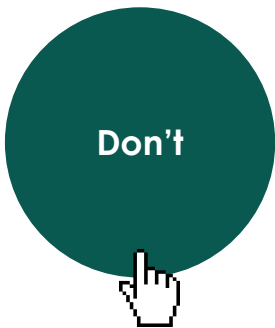


Correct!
Do not do this!

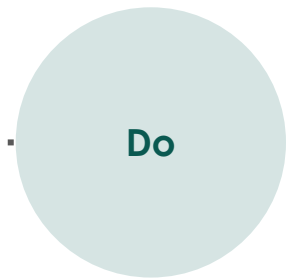
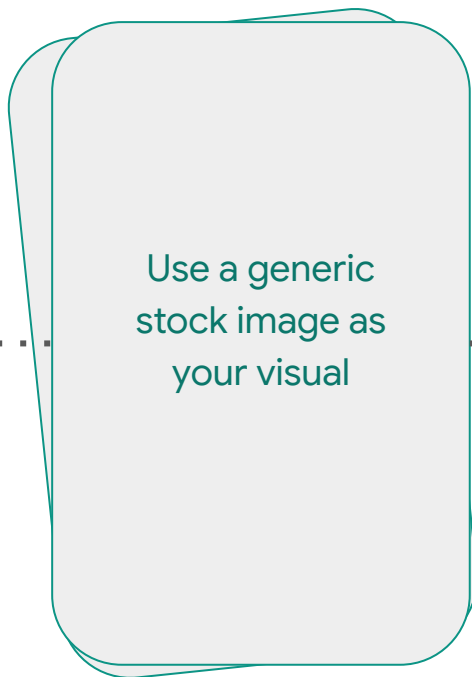


We do not want to give a vague promise to our potential buyers.

7 of 8



Correct!
Do not do this!

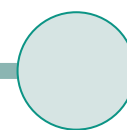
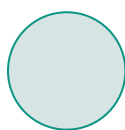
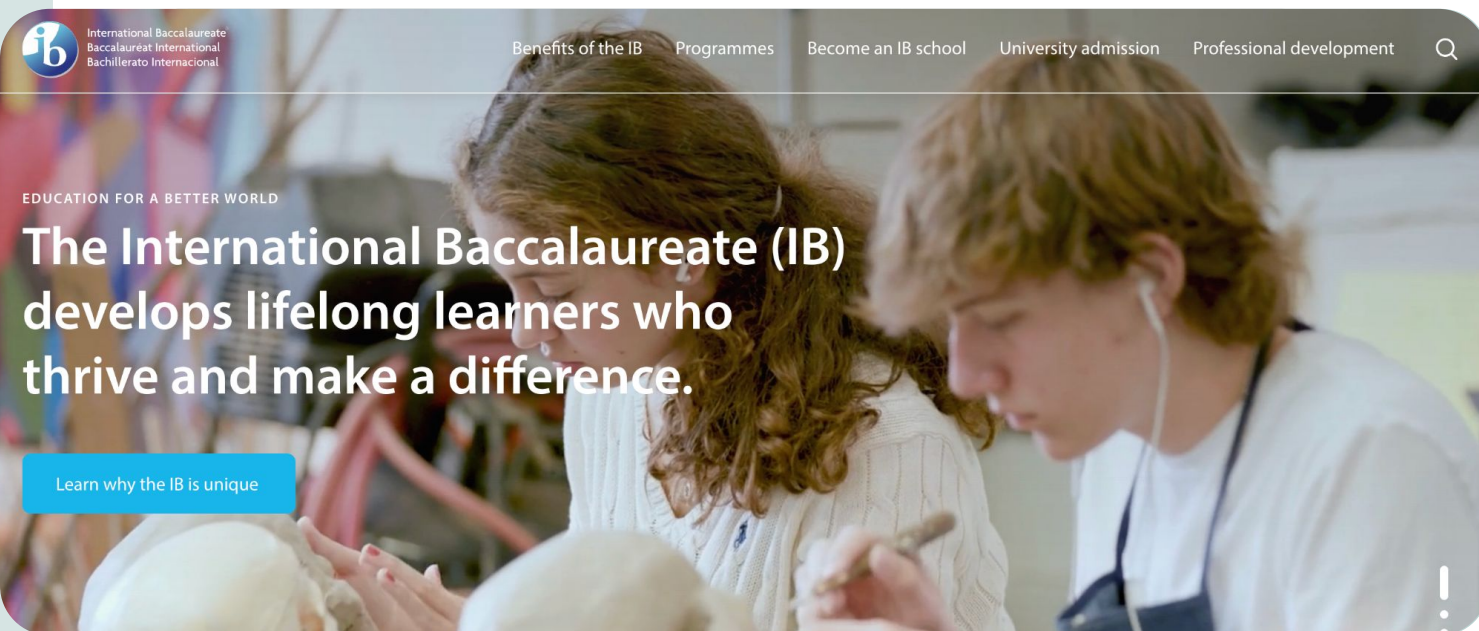


The visuals should help provide context to your value proposition and be personable.

8 of 8

Let's turn a weak value proposition...

1 of 2



Bad

Good

Don'ts

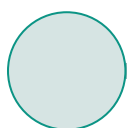
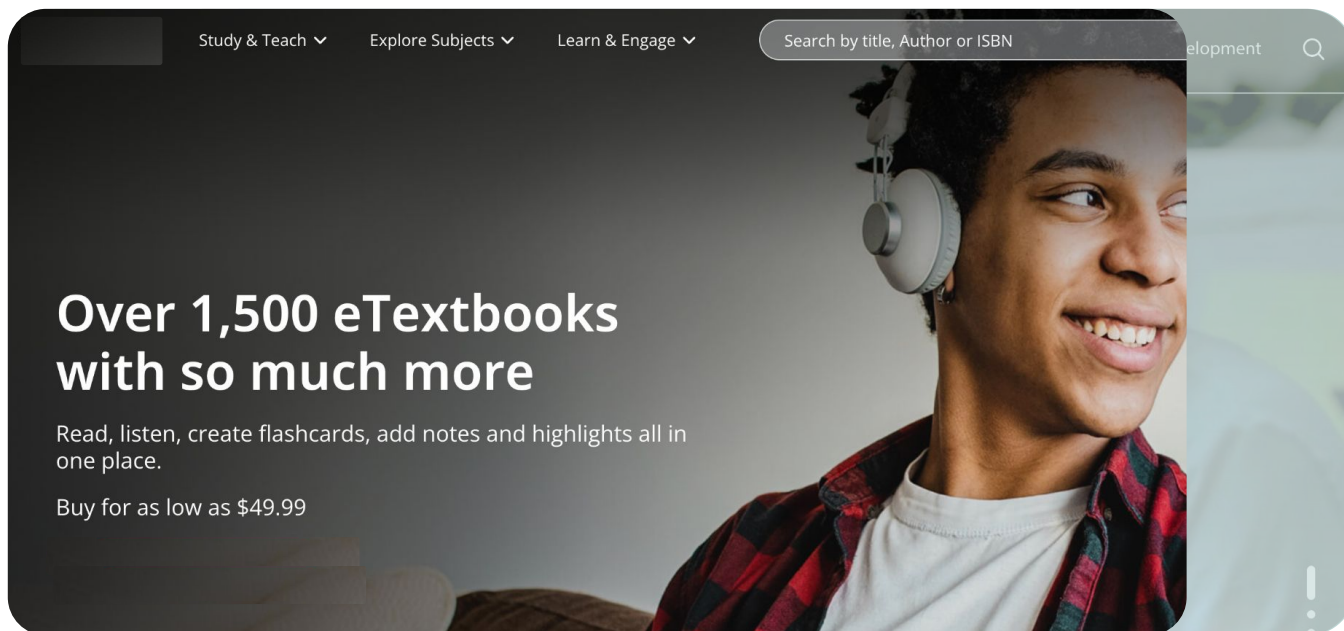
The header in this example is hardly visible, make sure all elements are clear and stand out

Do's

The background consists of video clips of students engaged in different activities within a school setting. This is specific to the organization (which provides an international school curriculum) and engages the viewer emotionally

... into a stronger one

2 of 2



Bad

Don'ts

The addition of “with so much more” is very vague and does not add any content or convey any information to the user



Good

Do's

The header has a clear statement of the product/service

The subheader explains concisely what is offered to the user

Test Yourself

Case Study

Imagine you work for a company that provides audio books and want to create a value statement for them. Look at the suggested headlines, subheaders and images and choose which one you think is the best choice. Once you have clicked on it, you will be provided with feedback on why your choice was correct or not.

1 of 3

Choose the Best Header

A. Everything you want to hear is here

B. New Audiobooks every month

C. Listen. Learn. Discover.



Feedback Responses

- A. This is the best header! The header tells you that the service provided is access to audiobooks you can listen to in one place.
- B. This header is ok, but not ideal. While it is factual and includes the most important information on the product, it is not very creative or catchy.
- C. This is not an ideal header. It does not contain any information about what the actual product is and is very generic and unclear.

Test Yourself

Case Study

Imagine you work for a company that provides audio books and want to create a value statement for them. Look at the suggested headlines, subheaders and images and choose which one you think is the best choice. Once you have clicked on it, you will be provided with feedback on why your choice was correct or not.

2 of 3

Choose the Best Subheader

A. Our vast selection of the newest and best audiobooks is guaranteed to excite you. Only here do you have access to one of the largest online libraries of audiobooks.

B. Listen to audiobooks by selecting your favorite titles from our library.

C. Members get to pick a title every month, including best sellers and new releases. And you have access to the Plus Catalogue - unlimited listening to thousands of selected titles.



Feedback Responses

- A. This is not ideal, it includes too many superlatives and hyper language and is not specific enough about what a customer can actually expect.
- B. This is not ideal, it does not contain enough information about what sets the service apart and how exactly the service works.
- C. Yes, this is correct! The text contains information about the key products/services offered including the specific value of membership to customers

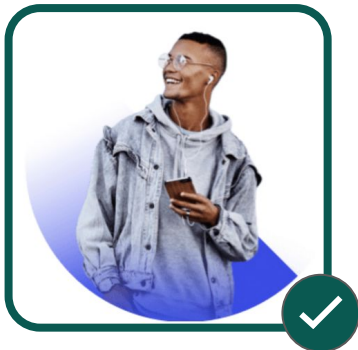
Test Yourself

Case Study

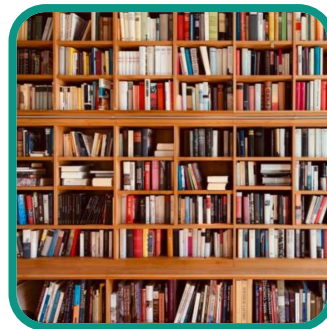
Imagine you work for a company that provides audio books and want to create a value statement for them. Look at the suggested headlines, subheaders and images and choose which one you think is the best choice. Once you have clicked on it, you will be provided with feedback on why your choice was correct or not.

3 of 3

Choose the Best Picture



A



B



C

Feedback Responses

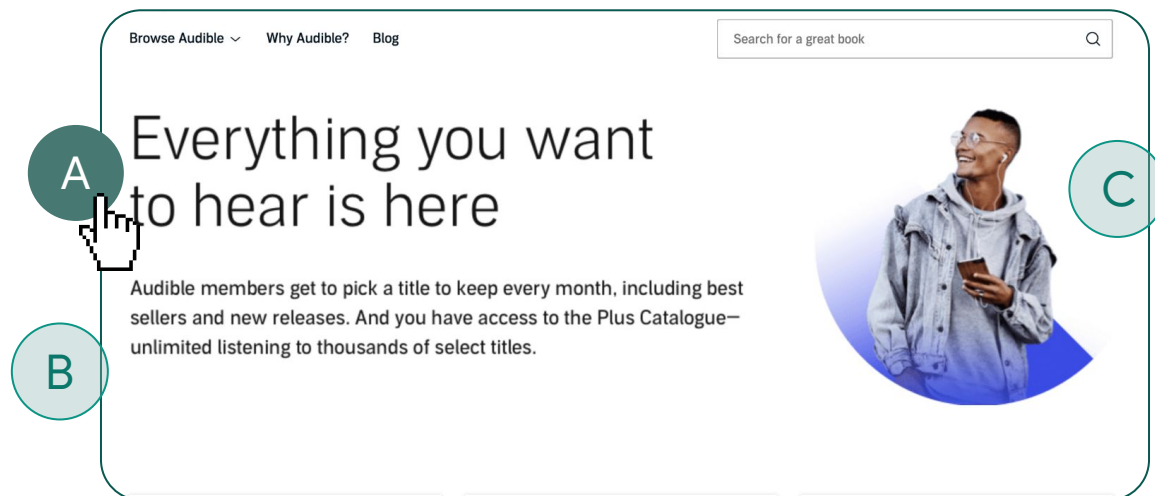
- A. Yes, this is correct! It includes a photo specific to the service (someone listening to something on their phone)
- B. This is not ideal, it does not capture the essence of the product and does not allow the user to emotionally connect with you or your product
- C. This is not ideal, it is a generic stock photo that does not tell you anything specific about the product

Test Yourself

Case Study

Below is a depiction of your selected heading, subheaders, and image. Click on the different components to understand whether or not your selection was the most effective option and why.

Putting it all Together



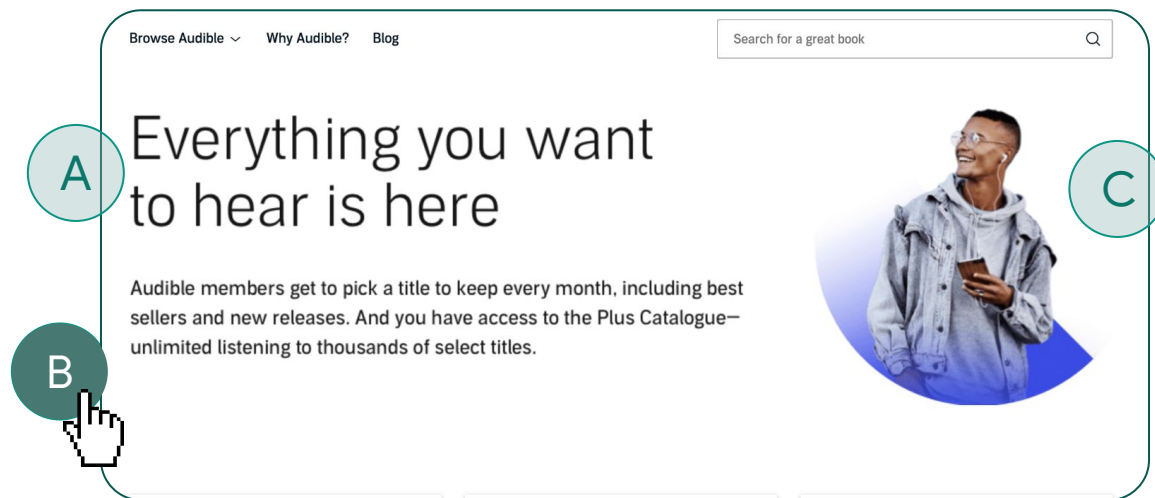
The header tells you that the service provided is access to audiobooks you can listen to in one place. It is catchy and immediately provides information about what the actual product is.

Test Yourself

Case Study

Below is an example of an effective use of headings, subheaders, and images. Click on the different labels to , you will be provided with feedback on why your choice was correct or not

Putting it all Together



B

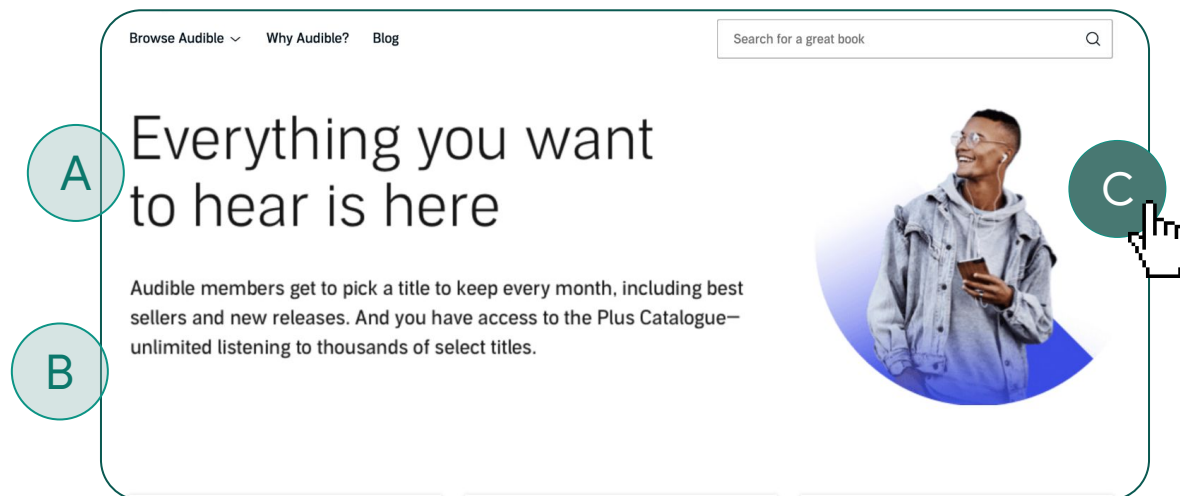
The text contains information about the key products/services offered including the specific value of membership to customers. It sets the service apart from other competitors and avoids too many superlatives and jargons.

Test Yourself

Case Study

Imagine you work for a company that provides audio books and want to create a value statement for them. Look at the suggested headlines, subheaders and images and choose which one you think is the best choice. Once you have clicked on it, you will be provided with feedback on why your choice was correct or not

Putting it all Together



It includes a photo specific to the service (someone listening to something on their phone). Seeing another person also allows the user to emotionally connect with you or your product. However, surveys have shown that original graphics perform even better than stock photos. ¹

¹ Venngage (2021). [16 Visual Content Marketing Statistics to Know for 2022 \[Infographic\]](#).

Your Turn: Craft your Value Proposition

Now that you understand the structure, steps, dos and don'ts of crafting a value proposition, let's review the steps and refine our value proposition.

Step 1: Define the benefits of your services

Recall the types of evidence (or other products and services) you offer. See if you have described benefits for each offering for district buyers.

A Target Audience and their Needs

Your organization

Target users

<Insert previous response here>

User needs

<Insert previous response here>

B Guide Questions

Revise and refine your previous response with these guide questions in mind:

Why do district buyers need your evidence?

What value does it add that they cannot get from anywhere else?

Why do the benefits you described matter to users?

C What Products/ Services do I Offer?

<Insert Previous Step 1 Response - Make it Editable>

D How does this Benefit my Users?

<Insert Previous Step 1 Response - Make it Editable>

Step 2: Link benefits to Your Users' Main Challenges

Put yourself in the shoes of a district buyer and think through the main problems and obstacles they are facing in their decision-making process. This should be informed by previous research on understanding the users including surveys, interviews and focus groups. Think through the key challenges of district buyers and match your offering to these challenges.

A

Target Audience and their Needs

Your organization

Target users

<Insert previous response here>

User needs

<Insert previous response here>

Product/Service I offer

<Insert previous response here><Insert previous response here>

B

Guide Questions

What problem are you solving that district buyers face? Why would district buyers turn to your evidence in the first place? What kind of answers are they looking for from you?

If there are any challenges to which you cannot match a solution, or if you offer any services that do not solve an important challenge, this can serve as a basis for thinking through your offering.

C

What are my User's Frustrations or Pain Points?

<Insert Previous Step 2 Response - Make it Editable>

D

How does my Product/Service Answer these Frustrations?

<Insert Previous Step 2 Response - Make it Editable>

Step 3: Find Your Differentiator

Think about what makes your organization unique.

A

Target Audience and their Needs

Your organization

Target users

<Insert previous response here>

User needs

<Insert previous response here>

Product/Service I offer

<Insert previous response here><Insert previous response here>

B

Guide Questions

*What can you offer that no other evidence creator does?
Why should district buyers engage with your evidence in particular?*

C

What makes my Product/Service Unique?

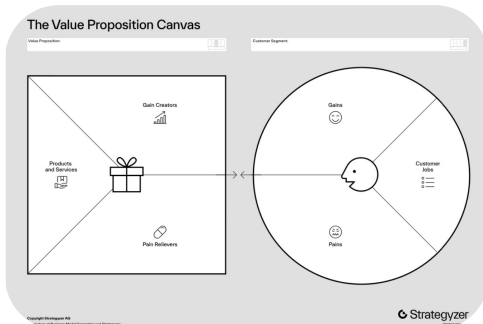
<Insert Previous Step 3 Response - Make it Editable>

D

Why Should They Choose you Compared to Other Competitors?

<Insert Previous Step 3 Response - Make it Editable>

Use the “value proposition canvas” template as support in crafting your value proposition



Value Proposition Canvas

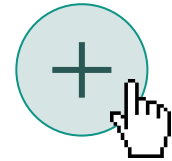
External Resource

First developed by Dr. Alexander Osterwalder, a value proposition canvas is a tool to help you visualize how you create value for customers. You can download the template and view the instructions [here](#).



Your Turn

To create a value proposition from the information explored above, you need to synthesize the key points into a short, clear, and succinct statements. Use the prompts below to design your value proposition based on the information in the previous section and see it in action below.



A

Enter Your headline here:

e.g. Delivering (key service offering) to (specific target audience description) in order to (key benefit derived from the evidence)

B

Enter Your Subheader here:

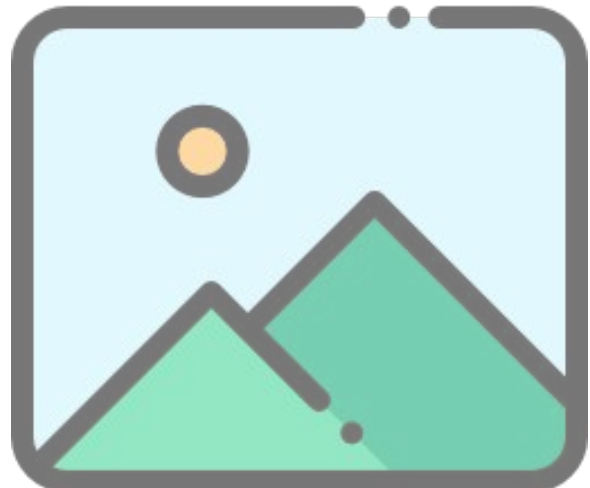
eg. By providing (specific evidence description) to (specific target audience description), we help districts with (main challenge of users) in order to (ultimate goal of end user)

See it in Action

<<Header Input>>

<<Subheader Input>>

- <<Subheader input>>
- <<Subheader input>>
- <<Subheader input>>



Your Turn

To create a value proposition you need to craft statements based on the information below.

Here's your work to guide you through writing your headline and subheader:



- A Enter Your headline
- B Enter Your Subheader

Your organization

Target users

<Insert previous response here>

User needs

<Insert previous response here>

Product/Service I offer

<Insert previous response here><Insert previous response here>

User's Pain Point

<Insert previous response here><Insert previous response here>

Product's Value Add to Users

<Insert previous response here><Insert previous response here>

Unique Selling Point

<Insert previous response here><Insert previous response here>

Differentiators from Competitors

<Insert previous response here><Insert previous response here>

See it in Action

<<Headline>>

<<Subheader Input>>

- <<Subheader input>>
- <<Subheader input>>
- <<Subheader input>>



Evaluate Your Value Proposition

We're not done yet!

Evaluate your value statement by looking at it from your users' perspective. Go through the checklist and make sure a user can answer all of these questions from looking at your value proposition:

1 of 2

Your Value Proposition

Type here....

Does it Check all the Boxes?

Checklist

Ensure value proposition answers all checklist questions from a user perspective:

- What product or service is your company selling?
- What is the end-benefit of using it?
- Who is your target customer for this product or service?
- What makes your offering unique and different?

You can do it better!

Evaluate Your Value Proposition

We're not done yet!

Evaluate your value statement by looking at it from your users' perspective. Go through the checklist and make sure a user can answer all of these questions from looking at your value proposition:

2 of 2

Your value proposition

<Retain user response in first page of the evaluation activity so they don't have to retype>

Does it check all the boxes?

Checklist

Also check if the value proposition is...

- Clear
- Short
- Easy-to-understand
- Catchy

This is a good start!

Postcard Summary

Craft Your Value Proposition

Grab the Attention of Your Target Audience

A unique value proposition shows your audience that you share their values and that you are able to meet their needs.



> Conduct thorough **research** on your target audience,

> Define the **key benefits** of your products or services.

> Highlight the **uniqueness** of your offerings.

Download this Postcard

This postcard can be downloaded so you can access it offline or share it with your team to facilitate implementation.

Choose format



- Pdf Document (.pdf)
- PNG image (.png)
- JPEG image (.jpeg)

Download ↓

Save Your Progress

All the things you wrote across the the lesson can be exported so you can keep them and utilize them.

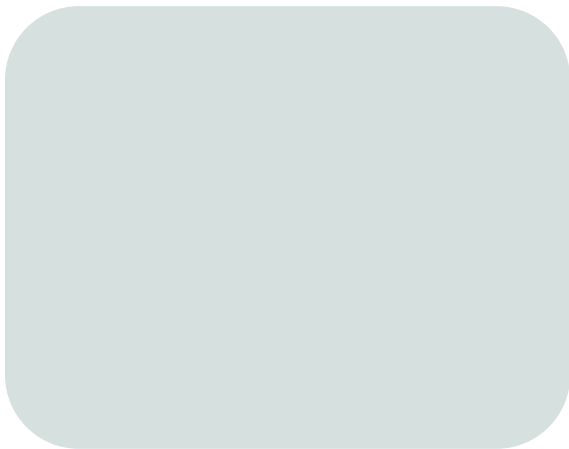
Choose format



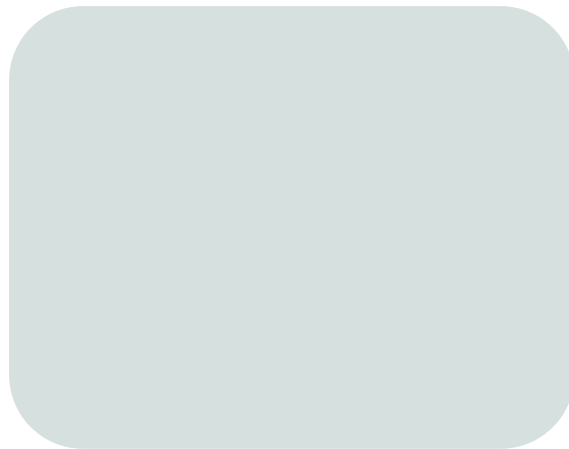
Pdf Document (.pdf)
Editable google sheet (.gsheet)

Download ↓

Keep learning with these related resources



Understanding the Market



Understanding your User



GRAVEYARD

Related Tools

- Understanding the market
- Understanding you users

References

- Coleman, B. (2023, April 13). How to Write a Great Value Proposition [7 Top Examples + Template]. HubSpot. <https://blog.hubspot.com/marketing/write-value-proposition>
- Laja, P. (2022, December 16). Unique Value Proposition: How to Create a UVP (With 7 Examples). CXL. <https://cxl.com/blog/value-proposition-examples-how-to-create/>
- Cote, C. (2020, July 28). How to Create an Effective Value Proposition. Harvard Business School Online. <https://online.hbs.edu/blog/post/creating-a-value-proposition>

Craft Your Value-Proposition

An Interactive Worksheet

A step-by-step guide on identifying, and accurately and effectively crafting an organization's value proposition, with an example from an evidence creator and prompts with spaces to populate for a guided application of learnings.

Why is this important? Many evidence creators exist in the market; crafting a unique value proposition is essential to capture the attention of audience of district buyers that each evidence creator best serves, demonstrate how the evidence creator can fulfill their needs, and ensuring that existing service offerings are aligned with the users' needs.

1. **Understanding target audience.** Before establishing value, ECs need to figure out who they serve (their needs, preferences, and pain points)
2. **Analyze competitors.** The next crucial step is to understand what's available in the market; by understanding what the existing service offerings are, ECs are better able to figure out what the *gaps* exist in the market
3. **List benefits of your product/service.** EC should pinpoint the unique benefits product or service provides. Consider the features, attributes, or aspects that make your offering different from others in the market.
4. **Highlight the problem-solution.** How does the ECs benefits align with the target users' problems? If there is a mismatch, will need to either (a) redefine the target user or (b) redefine the solution
5. **Quantify benefits.** Ideally, leveraging case studies/ before-and-afters with metrics that can prove to the user that the offering creates measurable results (e.g., will save your costs up to X%)

Tool Outline

1. Introduction
 - a. Definition of a value statement
 - b. Purpose of a value statement
 - c. Where it should be found
2. General structure of a value statement
3. How to craft a value statement
4. Dos and Don'ts with examples
5. Quiz: Identify a good value proposition
6. Craft your own value proposition: An interactive template
7. Checklist

Introduction

A value proposition is a statement that clearly communicates how district buyers will benefit from using your services. It is the key to explaining to prospective users why they should use your services and, for example, engage with your evidence when making decisions about purchasing and adopting new school curricula.

The value proposition is important, because it is the first thing potential users will see on your homepage. It is a crucial component of convincing a district buyer that it is worthwhile to engage with your content. Many evidence creators exist in the market; crafting a unique value proposition is essential to capture the attention of the district buyers that you want to serve, demonstrate how you can fulfill their needs, and ensure that existing service offerings are aligned with their needs. Your value proposition should therefore be clearly visible on your homepage and at all major entry points of your website.

Crafting a value statement can also help you ensure that your offerings are aligned with user needs and that you have positioned yourself optimally within the ecosystem of evidence creators.

Structure of a Value Statement

Make the header clear and concise. It can be creative, but clarity is the priority.

Include a video, infographic or image that is specific to your content and emotionally engaging for the target audience

Headline: a clear and simple statement of what you do

Subheader: A paragraph providing additional information on

- **Who** your target audience is
- **What** their main challenge is
- **How** your product addresses this challenge
- **Why** you are different from other evidence creators



Use running text or bullet points to

Dos and Don'ts

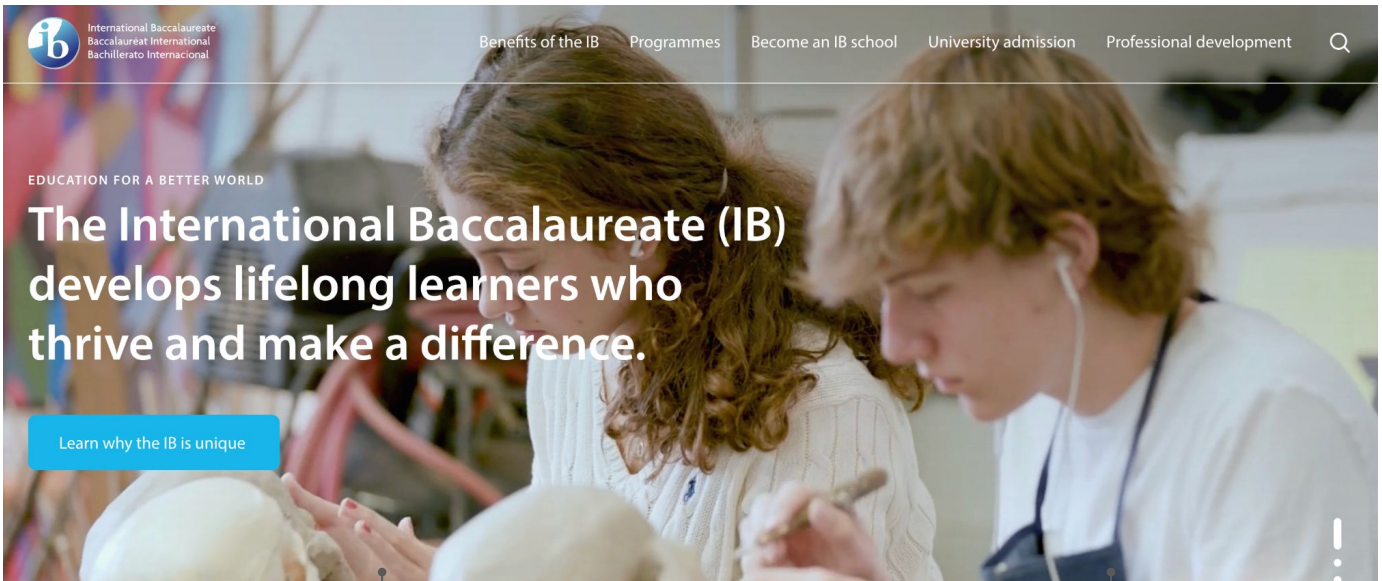


Maybe o
checkmark
expand the
don

- Use clear and simple language
- Make the header creative and engaging
- Ensure the value statement can be read and understood in about 5 seconds
- Showcase a clear understanding of district buyer needs
- Include a meaningful visual

- Use jargon or complicated language
- Use superlatives (“best”) and hype (“never seen before”)
- Use a generic stock image as your visual

Examples

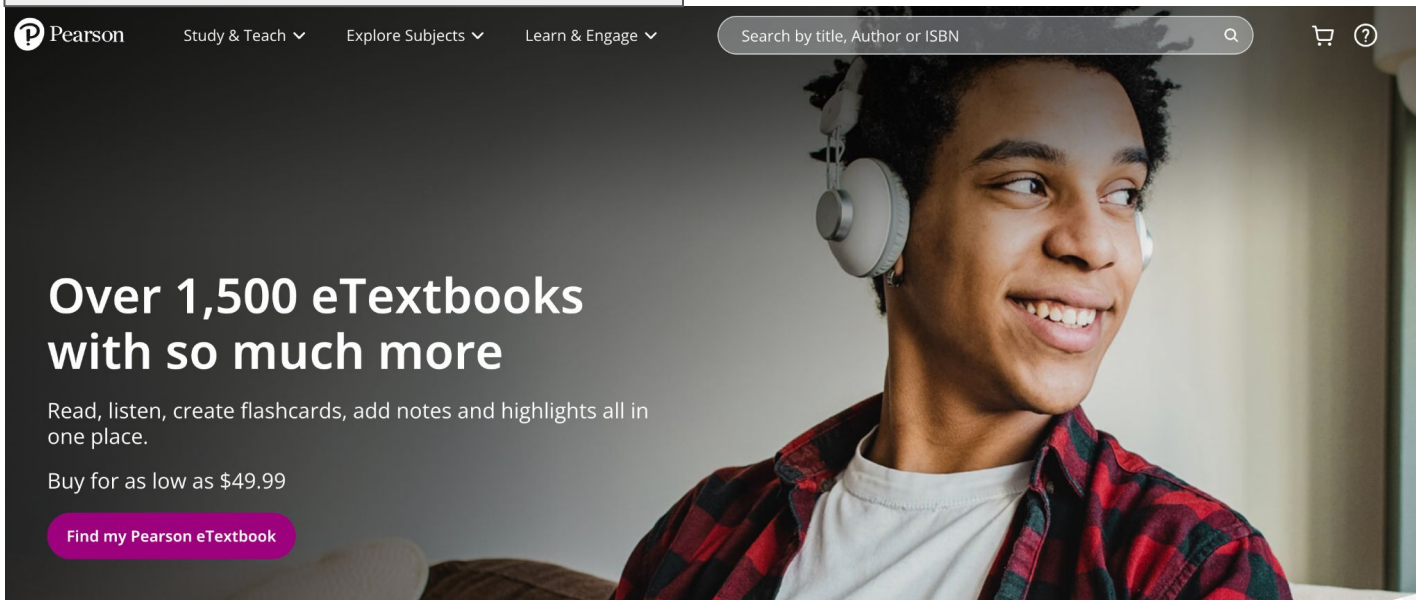


DO:

- The background consists of video clips of students engaged in different activities within a school setting, this is specific to the organization (which provides an international school curriculum) and engages the viewer emotionally

DON'T:

- The header in this example is hardly visible, make sure all elements are clear and stand out



DO:

- The header has a clear statement of the product/service
- The subheader explains concisely what is offered to the user

DON'T:

- The addition of "with so much more" is very vague and does not add any content or convey any information to the user

Quiz

Imagine you work for a company that provides audio books and want to create a value statement for them. Look at the suggested headlines, subheaders and images and choose the one you think is the best choice. Once you have clicked on it, you will be able to go back on why your choice was correct or not

Choose best header

Everything you want to hear is here



New Audiobooks every month



Listen. Learn. Discover.



This is the best header! The header tells you that the service provided is access to

This header is ok, but not ideal. While it is factual and includes the most important information on the product, it is not very creative or catchy.

This is not an ideal header. It does not contain any information about what the actual product is and is very generic and unclear.

Choose best subheader

Members get to pick a title every month, including best sellers and new releases. And you have access to the Plus Catalogue - unlimited listening to thousands of selected titles.



Our vast selection of the newest and best audiobooks is guaranteed to excite you. Only here do you have access to one of the largest online libraries of audiobooks.



Listen to audiobooks by selecting your favorite titles from our library.



Yes, this is correct! The text contains information about the key products/services offered including the specific value of membership to customers

This is not ideal, it includes too many superlatives and hyper language and is not specific enough about what a customer can actually expect.

This is not ideal, it does not contain enough information about what sets the service apart and how exactly the service works.

To create a value proposition from the information explored above, you need to synthesize the key points into a short, clear and succinct statements. Use the prompts below to design your value proposition based on the information in the previous section and see it in action below.

Headline: Enter your headline here, e.g. Delivering (key service offering) to (specific target audience description) in order to (key benefit derived from the evidence)

Subheader: Enter your subheader here, e.g. By providing (specific evidence description) to (specific target audience description), we help districts with (main challenge of users) in order to (ultimate goal of end user)

By providing state-of-the-art research evidence on the quality of core curricula in Math and Science, we help districts to identify, evaluate and adopt a learning solution that allows their students to reach their full potential.

See it in Action:

Your header
here

Int
us
prop
s

Your turn: Craft your value proposition

Go through the steps below to craft your value proposition. Click on each step to get some ideas of where to start and see some guiding questions.

Step 1: Define the benefits of your services

Start by listing all the types of evidence (or other products and services) you offer. For each one, describe its benefits for district buyers.

Guiding questions: Why do district buyers need your evidence? What value does it add that they cannot get from anywhere else? Why do the benefits you described matter to users?

Step 2: Link them to your users' main challenges

Put yourself in the shoes of a district buyer and think through the main problems and obstacles they are facing in their decision-making process. This should ideally be informed by previous research on understanding the users including surveys, interviews and focus groups. Think through the key challenges of district buyers and match your offering to these challenges.

Guiding questions: What problem are you solving that district buyers face? Why would district buyers turn to your evidence in the first place? What kind of answers are they looking for from you?

If there are any challenges to which you cannot match a solution, or if you offer any services that do not solve an important challenge, this can serve as a basis for thinking through your offering.

Step 3: Differentiate your offering from that of other evidence creators in the market

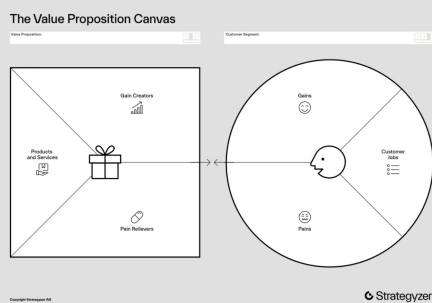
Think about what makes your organization unique.

Guiding questions: What can you offer that no other evidence creator does? Why should district buyers engage with your evidence in particular?

There can be many things that set you apart, some examples include having a specific area of expertise, access to unique data sets for evidence creation, or unique local knowledge.

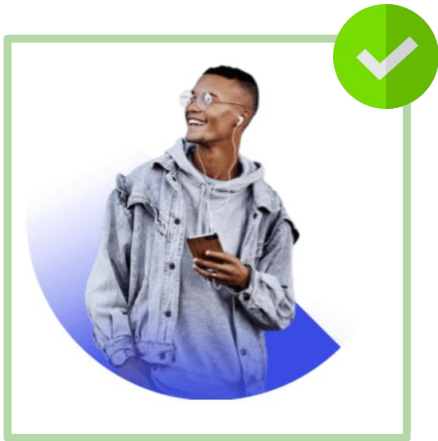


Use the “value proposition canvas” as a template to get more support in crafting your value proposition



First developed by Dr. Alexander Osterwalder, a value proposition canvas is a tool to help you visualize how you create value for customers. You can download the template and view the instructions here: <https://www.strategyzer.com/library/the-value-proposition-canvas>

Choose best picture



Yes, this is correct! It includes a photo specific to the service (someone listening to something on their phone)

This is not ideal, it does not capture the essence of the product and does not allow the user to emotionally connect with you or your product

This is not ideal, it is a generic stock photo that does not tell you anything specific about the product

Putting it all together:



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