

Unique Value Proposition Blueprint©



presented by:

What is a Unique Value Proposition?

A unique value proposition (UVP) is a statement to your audience that *clearly, succinctly, and simply tells them why they should do business with you instead of someone else.*

It's a statement that delivers a promise in just a few seconds, telling visitors to your website that yes, they are in the right place, and you can be trusted to deliver value.

Together, we'll be developing your UVP, which is a challenge for even the most seasoned marketers. Don't worry - I make it simple to do!

By going through this blueprint, you'll have an outstanding UVP you can use in all of your marketing materials, both online & offline.

1. What Do Your Customers Love About You?

The best way to develop your UVP is to *talk to your customers*. They are the *only ones* who can tell you about your product from a customer's viewpoint.

Go back through your client emails, testimonials, and remember those face-to-face encounters, and identify the following items from your clients:

- What do they love about your business?
- Why did they choose you over your competition?
- What do you hear compliments on again and again?
- What themes are highlighted in client testimonials?

You want these messages to be as specific as possible. For example:

Specific Client Comments (Good!)	Vague Client Comments (Bad)
I'm overwhelmed and you've created a wonderful safety net for those of us who do not understand what works and what does not.	One of these days, I'm going to make time to do a class or two.
I've never had anyone help in the way that you do. You explain everything very well	You have so much helpful information that I haven't been able to tap into yet.
You use clear simple plain language that makes learning enjoyable.	Your classes have been a tremendous help.

Based on the specific client comments I've received about my own business, I can see several themes developing:

- People feel overwhelmed and need what works now
- I'm a trusted partner
- I use plain language that's simple to understand

Now it's your turn:

1. Review those client emails, testimonials and face-to-face conversations about your business.
2. Talk to your top 10 to 20 clients and ask them why they chose you, your business, and ask how you helped them. *It's okay to ask them to be specific.*
3. Look for common themes among your clients' responses.

What are the common themes customers say over and over again?

Your turn:

Common themes among my clients about my business are:

1. _____
2. _____
3. _____

2. What Are Your Product/Service Benefits?

The most common definition of a UVP is this: the benefits you deliver to customers. I often confused benefits and features, so let's take a quick look at the difference:

- A feature is what the product does
- A benefit is how it solves your customer's problem

For example, an online Facebook class offers training in 4 weeks. That's a feature. The benefit is it allows business professionals to easily set up their own Facebook page in minutes. More examples:

Features	Benefits
Class available 24/7	Take anytime. Easy to fit into schedule, review & retake.
Guided Assignments	Build social media presence easily with help.
Office Hours	Get help when you need it
Founder is experience tech trainer	No frustrating learning experience

Once you understand the difference between features and benefits, you want to go even further. Identify two benefit types:

1. Benefits customers want
2. Exclusive benefits no one else offers

For example, in my own business, here are both:

Benefits Customers Want	Exclusive Benefits to My Product
Affordable price	Award-winning publisher
Content they need (Facebook, Google, etc)	Drove product sales to Amazon Top Ten for 2 years
Availability to enroll anytime	Instant access to all lessons
	Multi-media training w/ short video
	Access to instructor

Now it's your turn:

Now that you have gathered what your clients love your products and your product's benefits, you're ready to write your UVP.

Be prepared to do this in several rounds. No one, not even me, gets this perfectly on the first, second, or third try. You'll start with the first UVP and polish it until it absolutely shines! Here was my first attempt at an UVP:

Small Business Marketing Using Social Media

Your turn:

Combine customer testimonials & benefits into your UVP:

We're not done yet! Those first attempts tend to be very vanilla. Let's try some more:

***Master Social Media Marketing to Skyrocket Your Business
Get Social Media Trained in 4 Weeks or Less
Take Online Social Media Classes in 10 Minutes a Day***

Your turn:

More UVP Statements for Your Product:

Better?

Now we're going to take those UVPs even further. We're going to use five copywriting tricks that really grab attention.

1. Make an "almost" unbelievable claim
2. Give a time limit
3. Overcome people's objections
4. Use trigger words
5. Be specific

Let's take a closer look at each copywriting trick:

1. Make an almost unbelievable claim. In an online world, you've got to GRAB people's attention. You don't want to be offensive, but you can't sit back and wait for people to notice you either.

What promise can you deliver on that's incredible?

Get Social Media Certified in 4 Weeks or Less

Now I've got your attention, don't I?

2. Give a time limit. We're all overscheduled, have too much to do, and this just plain works. Tell people how long it will take, how much time it will save them. Notice that UVP in #1? *4 Weeks or Less*.

3. Overcome people's objections. What are the biggest reasons why people don't buy your product? List them, then develop solutions that are so good, people would be crazy not to buy.

If you're not happy within the first 30 days of purchase, I'll issue you a full refund

4. Use trigger words. Certain words capture people's interest online and deliver on their expectations. They are:

instantly	worth	secret
one and only	curious	hidden
#1	the reason	little-known

Discover Social Media Secrets in 4 Weeks or Less

5. Be specific. Tell people exactly what they're going to get when they buy your product. Uncertainty means people don't buy.

Easy Lessons - Guided Assignments - Friendly Help When You Need It

Review these and see which ones could apply to your business.

Now that you've learned these copywriting tricks, it's your turn to apply them to your own UVP. I want you to come up with 20 different variations of your UVP, based on the five copywriting tricks. Here are mine:

1. Make an Unbelievable Claim

Create Social Media Campaigns that Skyrocket Your Business

Manage Social Media in 5 Minutes a Day . . . And Get Back to Running Your Business

Create a Facebook Page in 10 Minutes a Day

Overwhelmed? Learn Proven Facebook Secrets Step-by-Step

2. Give a Time Limit

Create Social Media Campaigns to Skyrocket Sales in 4 Short Weeks

5 Minutes a Day to Social Media Monetization

Unlock Facebook Page Secrets in Just 10 Minutes a Day

Overwhelmed? Learn Proven Facebook Secrets in 4 Short Weeks

3. Overcome People's Objections

Crush Social Media Overwhelm in Just 4 Short Weeks

5 Minutes/Day to Facebook Monetization & Get Back to Your Business

Get Social Media Trained in 4 Short Weeks

30-Day Money Back Guarantee if You're Not Completely Satisfied

4. Use Trigger Words

Learn How to Generate Leads on Facebook While You Sleep

Instantly Get the #1 Facebook Page in Your Industry

The Reason Your Facebook Page Sucks . . . 4 Weeks to a Makeover

Shark Tank Your Facebook Page

5. Be Specific

Easy Lessons - Guided Assignments - Short Videos

Quicker Than Microwave Popcorn

No-Fail Social Media or Your Money Back

Skyrocket Your Sales with Social Media in 30 Days

Now it's your turn:

1. Make an Almost Unbelievable Claim

2. Give a Time Limit

3. Overcome People's Objections

4. Use Trigger Words

5. Be Specific

Here's my final UVP that you can see on my home page:

***Unlock Social Media Secrets in 4 Weeks or Less
Clear Lessons - Guided Assignments - Help When You Need It***

Write your final UVP here:

My Final UVP:

Conclusion

Congratulations! You've completed your UVP Blueprint, and polished that UVP until it shines. You can use it in all of your marketing materials, online and offline.

Now you have an outstanding marketing message, and I invite you to spread the word about your business using social media with the [Unlimited Class Pass](#), [Mastermind Consulting](#), and both in the [Platinum Bundle](#).

I look forward to seeing you in 2013 and being a part of your success and growth.

Best,
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