

Sharpening Your Value Proposition:

*Communicating the value of your
offering to the market*

With Dave Yearles, D.Why

What do you sell?

What's the product? What goes on your invoices...

YOUR VALUE PROPOSITION

What genre of business are you in?

What's your market category? Manufacturing? Consulting? Design? Fabrication?

YOUR CATEGORY

What's your market?

In what demographic, industry or geography do you do business?

YOUR MARKET

Who are you targeting?

Who is your ideal customer?

YOUR TARGET

What's the benefit your customer gets for buying from you?

What do I get out of it?

YOUR BENEFIT

What's your unique selling proposition (USP)?

Why should someone buy from you and no-one else?

YOUR "USP"

Why do you sell this, and not something else?

Was there a holistic reason you chose to focus in on this product in particular?

YOUR "WHY"

Can you be an extreme?

Best, First, Biggest, Award-winning, Fastest

YOUR "EXTREME"

THE FRAMEWORK

Company Name

is the extreme category

in market

providing / ensuring target

with / by benefit

unique selling proposition

ensuring your 'why'

Now read it backwards...

Sharpening Your Value Proposition:

Communicating The Value Of Your Offering To The Market



Dave Yeates

www.linkedin.com/in/daveyeates

“ *Dave uses entrepreneurial frameworks to help organisations become more successful in today's (and tomorrow's) marketplace.* ”

David is a multi-specialist consultant with over a decade of experience in entrepreneurial technology and design thinking. An influential strategist, storyteller and speaker, David has individually coached over 300 business leaders on value proposition in the Mining, Engineering, Technology and Services sector all over Australia, helping them win business today while preparing them for the marketplace of tomorrow.

The pitch framework (adjusted) is partially adapted from the framework defined in 'The only brand book you'll ever need'. Maandag & Puolakka (2013), Self published, USA.

I can't recommend [this](#) book highly enough