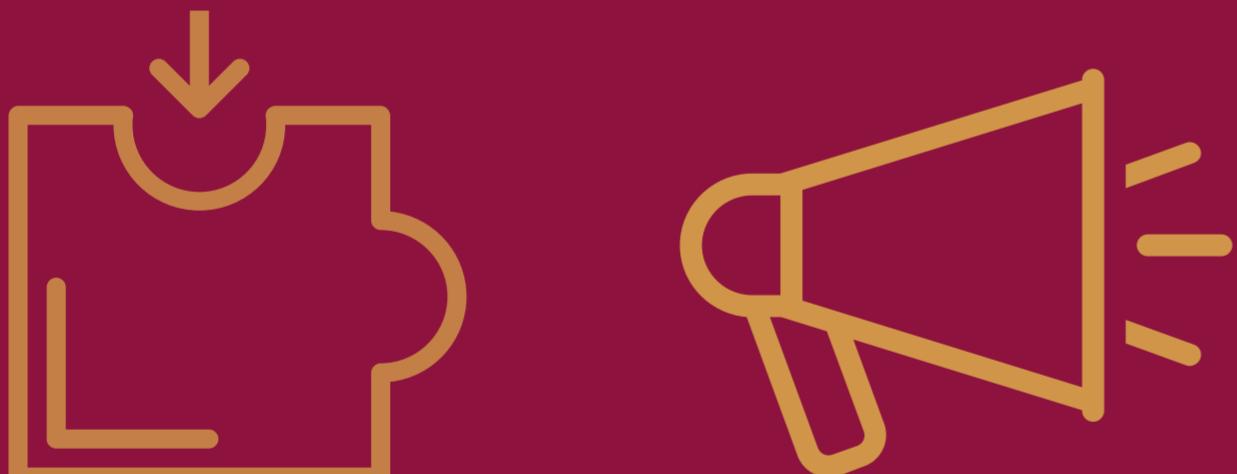
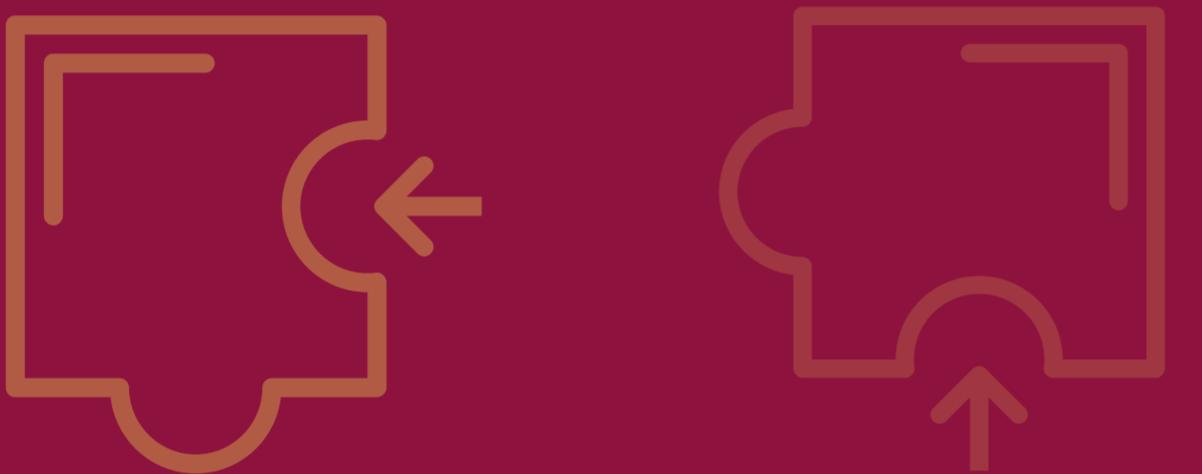


Symbiotic Ascension System

First Steps To A Customer Specific Value Proposition

(And Mega Marketing Messages)



Process Checklist

Symbiotic Ascension System

First Steps To A Customer Specific Value Proposition

Call it what you want: Value Proposition, Unique Selling Proposition, Elevator Pitch or Marketing Message; it all comes down to a similar thing in the end:

A clear, succinct statement that summarises how your business, product or service can provide specific, tangible beneficial outcomes to your potential customers or clients.

When a visitor hits your home, squeeze or landing page, this finely-honed crystal clear message should be the first thing they read. And if it immediately clicks with a “copy that”, rather than a “repeat that” - they’re much more likely to stick around. If it doesn’t deliver, if it requires too much effort to understand what you do (and why they should care), then there’s a very good chance they’ll just hit the back button and wave bye-bye (taking a nibble at your marketing budget as they go).

So, it’s well worth taking some time to get it right. Especially, as actually; once you have your Customer Avatar fleshed out, and this Checklist to hand - it’s actually not that hard to do.

To construct an effective message that clearly speaks to its target, we have to prioritise and focus on:

- Them (over you)
- Solutions to problems (over products and services)
- Benefits of solutions (over bells & whistles features)

Additional elements that should ideally be communicated are:

- Your ideal customer/target demographic
- Specific, tangible benefits
- How you’ll deliver the product or service

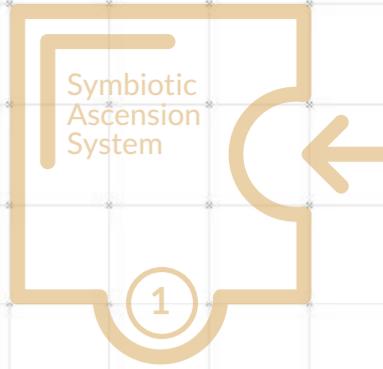
And for bonus points:

- What makes your offering so unique or different?

But before we can construct our ‘Mega Marketing Message’, we need to gather up the raw materials...



Checklist



The point of this checklist is to help you get a handle on 'what you need to know', before you begin putting your words together. So firstly, are you clear on the...

○ What?

Begin by briefly describing your product or service. WHAT do you do? WHAT are the main features of your product or service?

○ Who?

*Now, WHO are you aiming to sell to? Not generally, but exactly. WHO is your ideal customer (this is where your **Avatar** works its magic). Consider which nouns (or short phrases) best describe this person, demographic, category, market or niche.*

○ Problems?

Consider what affects their life negatively. What PROBLEMS are they looking to solve? How do they perceive these PROBLEMS and how do these PROBLEMS make them feel?

○ Needs?

These problems in mind, can you now hone in on their core physical, intellectual & emotional NEEDS?

○ Solutions?

Now, considering both problems and needs; what SOLUTIONS are you offering? How do these SOLUTIONS improve the quality of their lives? And how will they make them feel?

○ How?

HOW exactly do you deliver your solution? Not what your solution is, but HOW you deliver it: the format; the medium; the delivery system.

○ Benefits?

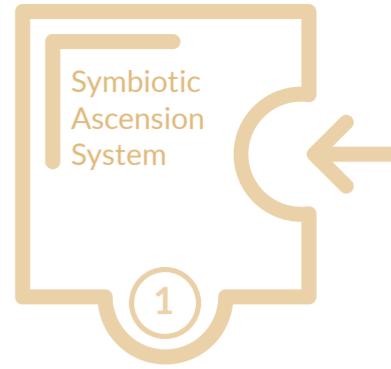
List your features. Then consider... What specific BENEFITS do they deliver? What are the tangible outcomes? What will customers gain?

○ Difference?

So what makes you so DIFFERENT? What unique value can you deliver? What sets you apart from others they may seek a solution from?



Putting It All Together



Once you have all your raw materials gathered, the first part is done. Good job. The next part is where we weave them together into one effective, succinct and clear Value Proposition Statement.

What you're aiming for is firstly to identify the recurring themes that come up and then experiment (using them in various ways and in various sentences). Secondly, try mixing and matching the best parts of each with each other. Thirdly, fine-tune until you have one clear, succinct statement that stands up and sings!

Multiple variations will - no doubt - come up, and some just won't have the clarity you need; don't scan well; or may be missing vital elements (like a benefit for example). But, that's ok. First ideas are rarely best ideas, so if at first you don't succeed...

Just whittle away until you have a few lines you're happy with. The simpler and shorter the better. But most importantly, don't lose sight of the highest priorities and try to ensure that it communicates what you do, what the benefits are, and how you do it in a way that is clear, simple, succinct and easy to understand.

If you find yourself struggling - no need to let it hold you up! We have two solutions to help...

1. [Get The Complete Value Proposition Process Workbook \(Parts 1 & 2\)](#)
2. [Book A Call Here](#) and we'll help you pull it together or finish it off.

Are You Good?

Once your Value Proposition, [Avatar](#) and all the crucial foundations from Level 1 are in place, you'll be in tip-top shape to [move on up to Level 2](#) and take the first step there: [Creating Your Squeeze Page Copy](#).

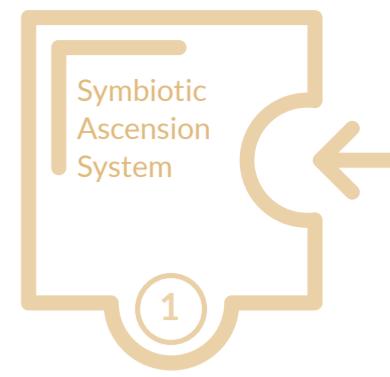
Level 2 is where the fun stuff starts. This is where you see the benefit of your foundational work, as your Funnel assets take shape and all the pieces begin to fit together.

For an overview of the next steps:

[Download The Bulletproof Funnel Framework Level 2 Blueprint Here](#)



Need More?



The Complete Value Proposition & Marketing Message Workbook (Parts 1 & 2)

This workbook is intended to help you out if you get a little stuck, so you don't get held up. Part 1 converts the points in this checklist into a series of exercises that help you gather the raw materials to work with.

Part 2 utilises a further set of short exercises to help identify the strongest reoccurring themes gathered in Part 1, and then helps you mix and match and whittle them down into one crystal clear, laser focussed Value Proposition Statement.

Interactive and editable sections mean you can work through each part of the workbook using any PDF viewer and fill in the answers as you go. You can then save the PDF and repeat the process to develop new Value Propositions and Marketing Messages every time you bring a new product, service or Lead Magnet to market.

[Get The Complete Value Proposition & Marketing Message Workbook Here](#)

Done With You Services

Short of time, struggling or just not getting round to creating your Marketing Messages or Avatar? Help is at hand...

Our [Value Proposition & Avatar DWY Services](#) can help clear any bottlenecks and get you moving again in just two simple steps...

Step 1. Takes the form of a more in-depth questionnaire - which we go through together on a pre-booked call - designed to tease and pull all the vital Avatar and Marketing Message nuggets from your brain in one go. Your commitment 1-2 hours.

Step 2. Sit back (well, get on with something else at least), while we get to work turning your answers into a complete Avatar and Marketing Message document. [Something like this](#).

[Enquire About The Value Proposition & Avatar DWY Service Here](#)

Alternatively, if you're part way there and just need some feedback or a little help fine-tuning things, simply [book a call](#), and we'll help you nail it in an hour or so.



Symbiotic Ascension System

Miss something?

[Get The Full Set Of \(5\) Level 1 Guides & Checklists Here](#)

Or begin at the beginning...

[Download The Bulletproof Funnel Framework Level 1 Here](#)

[Read 3 Steps To A Killer Core Product \(Action Guide\) Here](#)

[Read 3 Steps To A Killer Lead Magnet \(Action Guide\) Here](#)

[Read 3 Steps To A Strategic Tripwire \(Action Guide\) Here](#)

[Read First Steps To An Awesome Avatar \(Action Guide\) Here](#)

Don't miss any other goodies! [Sign Up To The Bulletproof Funnel Framework Mailing List Here](#) for more free guides, checklists and templates.

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