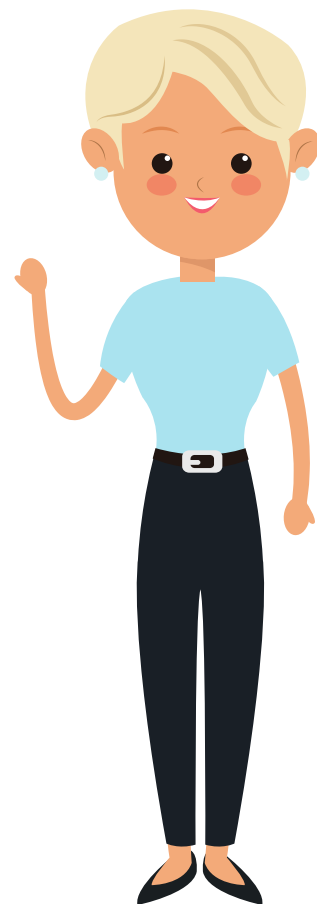


UVP & ME

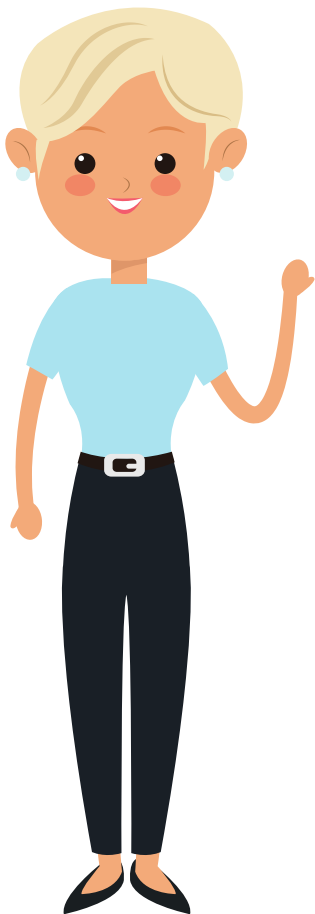
STAND OUT WITHOUT LOSING
WHAT MAKES YOUR BUSINESS
UNIQUE!



A Marketing Story Presented By:

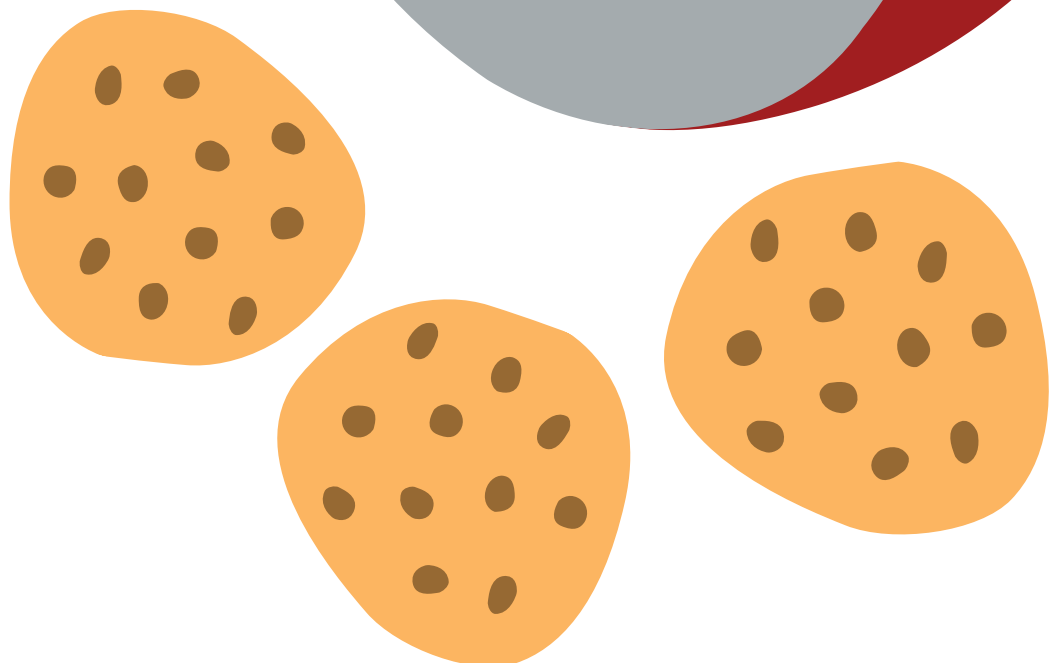


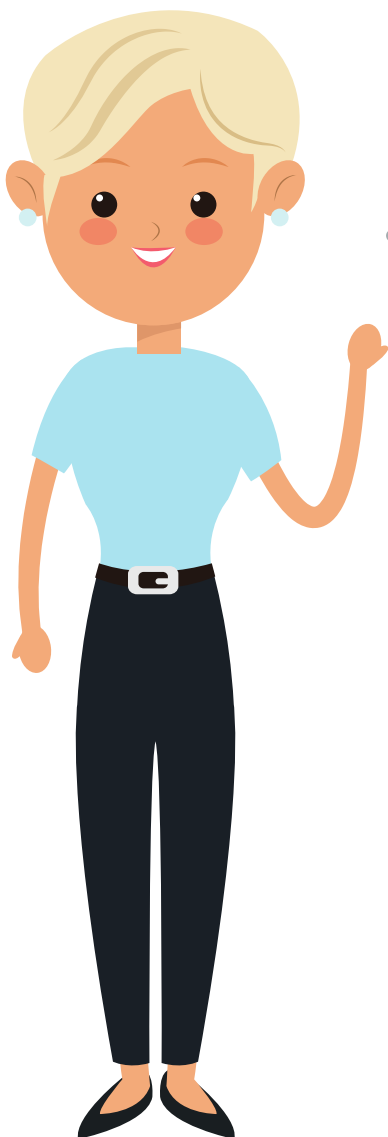
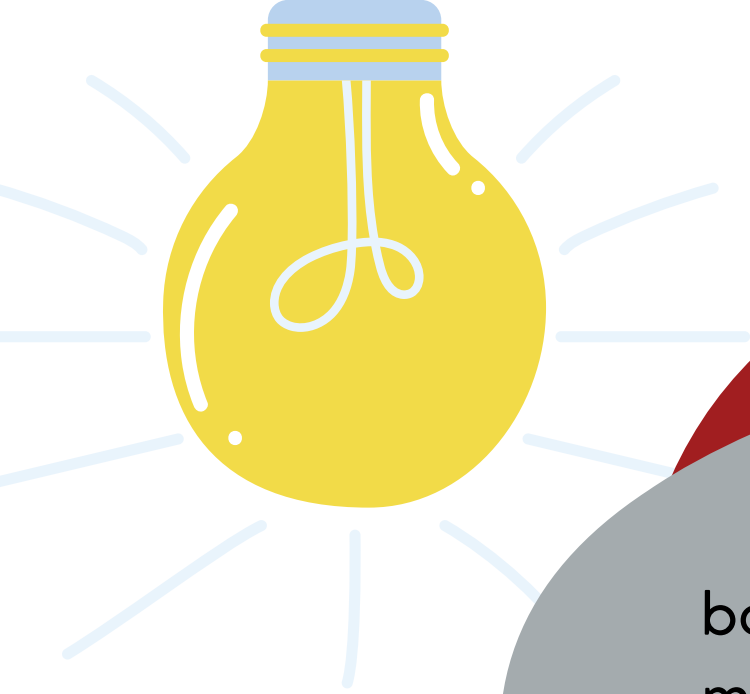
Hi! I'm Amber,
Content Strategist at
EmberTribe.



Sometimes marketers forget
to simplify their language
when they're talking to non-
marketers.

Our clients are smart cookies
but they don't always know
the jargon, lingo, and
alphabet soup of acronyms
that we use every day.





That's why we wrote this book. Between you and me, marketing to humans is hard! But the best place to start is by initiating a conversation.

So today, let's talk about **UVPs** and your brand.

Are you ready? Let's go!

UVP stands for **U**nique **V**alue
Proposition.

It's basically a fancy way of
saying "the thing that you
provide to customers that no
one else can."

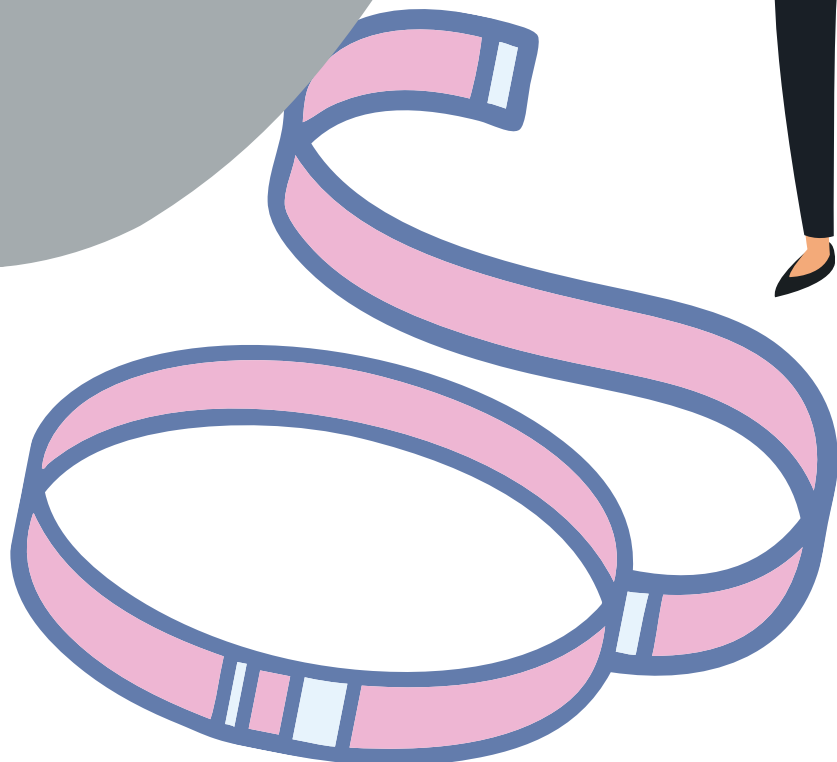
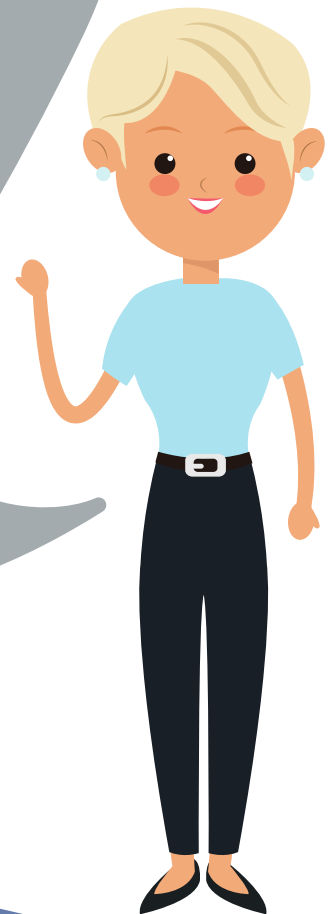
It's part of the story you tell to
potential customers about your
brand.



Your UVP does a few things for a customer.

First, it addresses a pain point (or struggle) that they are experiencing.

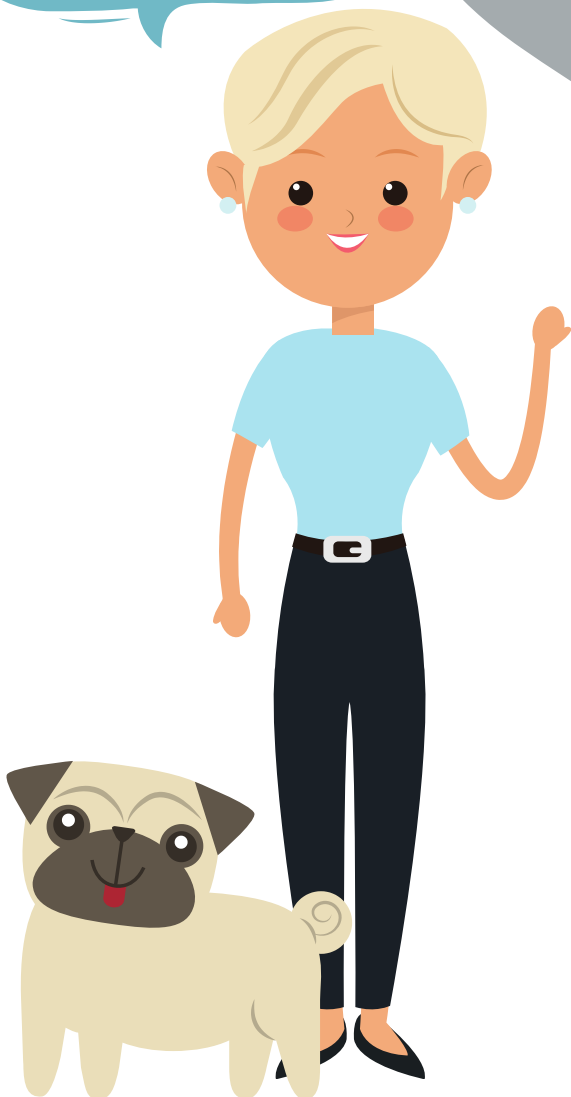
For example, if we're trying to reach fashionistas with pups for niche custom leashes, we might start our UVP by addressing how dang ugly most dog leashes are!



Second, it offers a solution to the pain point that adds value to the customer.

That means that for our pup-loving fashionista, we're going to inform them about our cute as heck leashes in many patterns and colors. No more terrible leashes that clash with dog-walking 'fits.

Who's a good boy?
You're a good boy!



Third, it tells customers why they should choose your brand over a competitor.

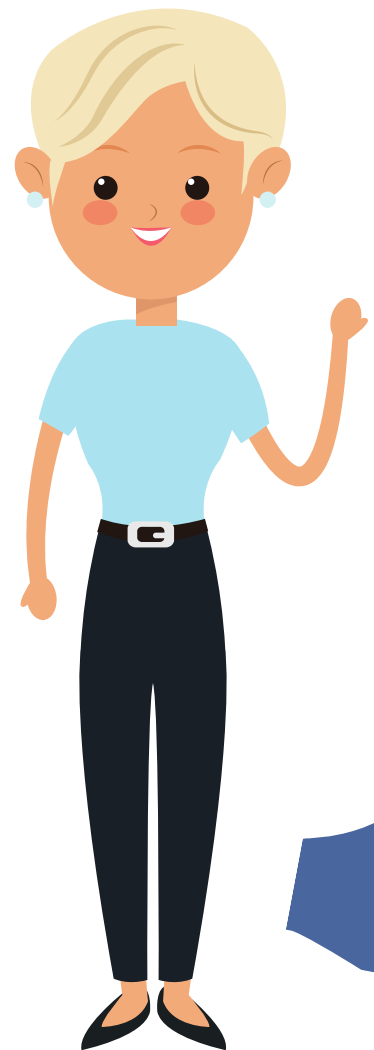
So why would the fashionista buy from us? We could tell them that we have 5 years of experience in the fashion industry, or that we have 3 dogs who love to feel snazzy. These statements help validate our brand to the customer.



Ask yourself this: what makes your company stand out?

This is the real key to a unique value proposition with, well, real value.

A good UVP can make a customer fall in love with your company.
Aren't we all searching for love?



Now let's talk about how to create **your** UVP in just three steps.

Step 1: Reflect on your business and what you have to offer.

Step 2: Get to know your customer and competitors.

Step 3: Write it out and start testing!





So, there you have it!

Molding a great UVP gives your business great marketing powers (and great responsibilities to live up to your promises).

Now that you know how to write a great UVP, are you ready to shine a spotlight on what makes you stand out?



www.embertribe.com

Thanks for reading! Keep up with me and check out some great resources on our website.

