



# Chapter 1 - Messaging

## Developing a value proposition so prospects choose you

The pitfalls of a weak value proposition are more evident than ever. Consumers spend only seconds browsing your website, and need to know how you can help them right away.

### Why is your value proposition so important right now?

Messaging in a time of abundance is different than marketing in a time of crisis. We need to be much more specific and impactful in how we're going to help. People want clarity. Clarity builds trust.

Right now, what you're offering may not be very appealing. You need to dig deep and figure out, "How can I help my customers?"



### Value Proposition Principles\*

- 1. A value proposition is not determined; it is discovered.**
  - It grows out of the needs of your customers.
- 2. Avoid a sales driven approach to discussing products or "what you do".**
  - You need the market's perspective on why it matters.
- 3. Always begin by asking yourself this question:**
  - Why should my ideal customer buy from me instead of a competitor?
- 4. Compare your claims to the claims of your alternatives/competitors.**
- 5. Refine until you can articulate it in a single, instantly credible, sentence.**

\* Please go to [www.meclabs.com](http://www.meclabs.com) for further explanation of these principles and some great examples of value proposition design.

### 4 Key questions to test your value proposition

- **Appeal**
  - How much do your ideal customers desire what your company offers?
- **Exclusivity**
  - Where else can your ideal customers get what your company offers?
- **Clarity**
  - Do your ideal customers understand what you are actually offering?
- **Credibility**
  - Will your ideal customers believe your claims?



What part of your business can reach out and do something differently? How clear and credible is your value proposition? This is a journey and everyone is feeling their way in these completely unprecedented circumstances. Now is not the time to be aggressively selling online. Now is the time to build trust.

Companies need to adapt their messaging to suit the prevailing mood of the consumer. Some of the most important tips for these uncertain times:

- It's all about being thoughtful and figuring out how you can help
- Craft a plan around your value proposition
- Tweak messaging to work now
- Think of the questions your buyer is trying to answer

## Building a Public Presence

### 1. *Don't go silent*

- Communicate on outward-facing channels like social media at least once a week

### 2. *Demonstrate empathy and authority*

- Position your company as an entity that can help your buyers with their problems

### 3. *Craft a plan*

- Build a communications plan that reinforces your value proposition often

Every buyer is starting to ask tough questions around how purchases will affect them. Budgets are tight, and buyers need to have rock-solid faith in your ability to deliver. Today, trust is the most important currency you have.

What you DON'T want to do is create anxiety in the mind of your buyer. If buyers have unanswered questions after visiting your website, they might not even contact your sales department. It's important for your web presence to be clear, concise, and helpful.

## 4 Questions Buyers Ask

- *Will this purchase replace me or any parts of my job?*
- *If we do this/spend this, does this take money away from me?*
- *If I do this, do I have the right resources to make this happen?*
- *How does this help me right now?*



If you're not answering these questions it's going to be a rough ride. People need to know that you're going to do what you promise.



## Today's reality is what content marketing was designed for...

- *Empathy*
- *Sharing help*
- *Building trust*

There's a lot of trust being broken. I don't trust you because I don't trust myself to make a decision right now. People feel like one wrong decision could make or break their business.

### Worksheet #1

What is the #1 thing you can do right now to help your business community?

*Develop a new offer*

*Reach out to clients for special offers*

*Use your skills for people in need*



## Can a prospective customer trust your value proposition?

1. Assess your value against what they are going through
2. Assess if the evidence you are providing creates trust or makes them more skeptical
3. Assess if the delivery of information creates overwhelm

This might be the time to slow down the cadence of your social media marketing and focus on quality over quantity.

Your pacing and the way you present your message will contribute to whether you'll be seen as trustworthy. You can't be silent, but posts need to reflect the mood of the moment. People are unsurprisingly spending more time on social channels, so high content quality is key.

### Worksheet #2

List the top 5 reasons off the top of your head, that someone buys from you...

*Because I am better at...*

*Because I have more...*

*Because I am specialized in...*

*Because no one else does...*

*Because I save people...*



Once you have the top 5 reasons someone buys from you, rank them using the following criteria:

**Appeal 1-5**

- How much do your ideal customers desire what your company offers?

**Exclusivity 1-5**

- Where else can your customers get what your company offers?

**Clarity 1-5**

- Do your ideal customers understand what you are actually offering?

**Credibility 1-5**

- Will your ideal customers believe your claims?

Instead of compiling a long laundry list of promises that is exactly the same as what your competitors are saying, get rid of the clutter. “Saves you time, saves you money,” isn’t interesting to the buyer because they hear it from everyone. Maybe there are statements you’re making that aren’t actually very appealing to your customers. No matter what you’re selling, now is an opportunity to take a close, hard look at what you’re doing to pivot and pivot quickly.

Can you find a value vector that will propel you to growth and transformation? Is there something you need to stop doing because it’s not right for this time? Is there something you’re really good at but don’t talk about very much? Maybe there’s a way your business can help customers in a unique and relevant way. This is the time to really dig deep into your value proposition and figure out how to transition.

### Worksheet #3

*Write down your current value proposition:*

<i>Appeal:</i>	<i>Exclusivity:</i>	<i>Clarity:</i>	<i>Credibility:</i>
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*How might this create anxiety in the minds of your buyers? What might you need to do to adjust the language of your value proposition?*

Register for a Value Proposition Workshop the last Thursday of every month at:  
[www.marketingcopilot.com/workshops/](http://www.marketingcopilot.com/workshops/)



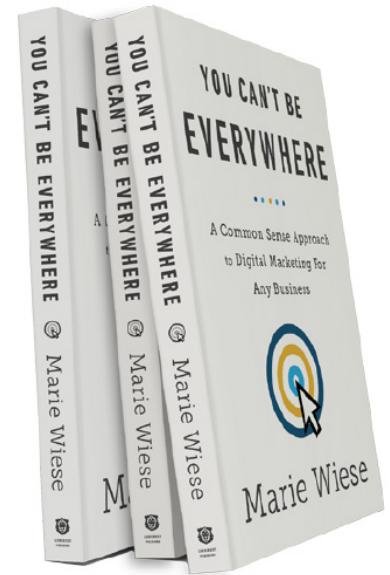
# Resources to get you started

## YOU CAN'T BE EVERYWHERE

### A Common Sense Approach to Digital Marketing For Any Business

In the age of 24/7 internet, there are thousands of ways for businesses to talk to, sell to, and connect with their customers. But, just as the old adage says, less is more.

In *You Can't Be Everywhere*, Wiese offers her well-tested insight on how to become a savvy marketer. Through personal stories and no-nonsense advice, Wiese shows how any company can conquer the digital space and craft extraordinary strategies and customer connections. Available on Amazon or [marketingcopilot.com](http://marketingcopilot.com)



## BUYER PERSONA WORKBOOK

Use buyer expectations to build content that helps buyers choose you.

[GET IT HERE](#)

## CUSTOMER SCORECARD WORKBOOK

Start with your customer as the authority on your value.

[GET IT HERE](#)