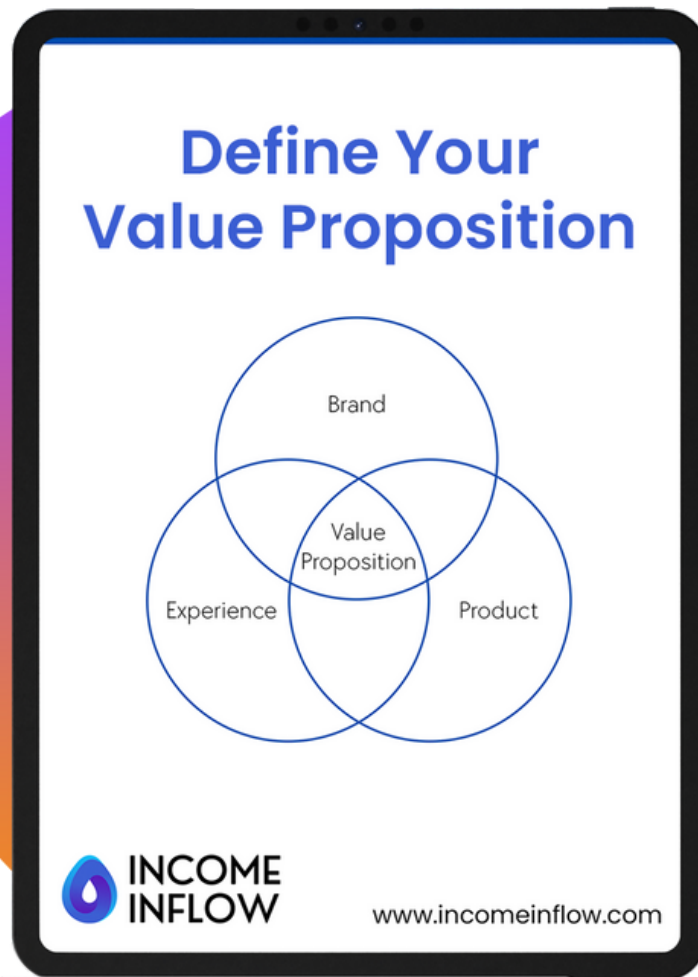




# INCOME INFLOW

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## Value Proposition Guide

Differentiate your brand or offer from the competition and increase conversions

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# 01. What is a Value Proposition?

A value proposition is one of the most important elements of marketing messaging. It is a short statement that communicates why prospects should choose your brand or your offer.

A good value proposition should include the following:

1. Relevancy - explanation of how the brand or offer solves a problem or fulfills a need for the customer
2. Quantified value - specific benefits provided by the brand or offer
3. Differentiation - explanation of why the target customer should do business with your brand instead of a competing brand or why they should choose your offer over a competing offer

## 02. Advantages of a Strong Value Proposition

A strong value proposition allows you to:

- Clearly communicate the value your brand or offer provides to your target audience
- Differentiate your brand or offer from the competition
- Create better headlines and marketing copy
- Create coherent multichannel marketing messaging

# 03. Value Proposition Templates

There are several value proposition templates you can choose from.

## Geoffrey Moore's Template

For \_\_\_\_\_ (target customer)  
Who \_\_\_\_\_ (statement of need or opportunity)  
Our \_\_\_\_\_ (product or service/category)  
That \_\_\_\_\_ (statement of benefit)  
Unlike \_\_\_\_\_ (closest competitor)  
Our Offer \_\_\_\_\_ (primary differentiator)

## Example

A value proposition for Canva may be formulated as follows:

**For:** online entrepreneurs

**Who:** need to quickly create social media content

**Our:** cloud-based design software

**That:** enables users to easily design content on any device

**Unlike:** complicated design software like Photoshop

**Our Offer:** provides professionally designed templates and drag-and-drop functionality allowing users to create social media content in a fraction of the time

# David Aaker's Template

According to Aaker, a value proposition is a statement of the functional, emotional, and self-expressive benefits that provide value to the customer.

**Functional benefits** – a brand's or product's features.

**Emotional benefits** – positive feelings provided to the customer as a result of using the offered product or doing business with the brand.

**Self-expressive benefits** – ability for the consumer to communicate their self-image by associating themselves with the brand or product.

## Example

A value proposition for AppSumo may be formulated as follows:

**Functional benefit:** Digital marketplace that provides deals on innovative business software

**Emotional benefit:** Excitement due to discovering new software

**Self-expressive benefits:** Being an AppSumo member identifies an entrepreneur as tech-savvy and innovative

# Income Inflow's Template

- Product
- Product Category
- Target Audience
- Desired End Result
- Time, Effort or Resources Required For Results
- Overcome Objection

## Example

A value proposition for ClickFunnels™ may be formulated as follows:

ClickFunnels™ is an easy-to-use marketing automation software that enables small business owners to double their sales in 30 days without spending time or money on generating new traffic.

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# About Income Inflow

Income Inflow is a full-service marketing agency based in Los Angeles. We help businesses increase brand awareness, acquire more customers, and build brand loyalty. Our team has been successfully helping businesses establish an online presence since 2010. We are certified marketing professionals and passionate entrepreneurs!

- ✓ 12+ years in Marketing
- ✓ 100+ happy clients served
- ✓ 5+ businesses launched

Over the years, we've worked with incredible brands and gained world-class digital marketing expertise.

## We've worked with



**PEPSICO**

**L'ORÉAL**



## Our Mission

Our mission is to help more entrepreneurs start and grow their online business with minimum investment.

We provide exclusive deals on marketing and business growth software and training, in-depth software reviews, and effective strategies for growing an online business.

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