

# *1,000 Subscribers* In 30 Days

## Creating Your Value Proposition

Want to build a solid business? Start with branding.

Want your company to be financially successful? Start with branding.

Want to feel personally fulfilled by your work? Start with branding.

Want customers who can't get enough of you? You guessed it: Start with branding.

You might be asking: Branding? Isn't that just about a company's logo and theme colors? How can that help me feel more fulfilled and build a great, successful company? What does branding have to do with my value proposition?

The first thing you must understand is that branding isn't

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just skin deep. It's not just about your colors and logo. Branding is everything your company stands for and everything that looks and feels like.

Branding is about getting 100% clear on the mission of your brand, WHY you're doing what you're doing, and WHO you're trying to serve. It's about really understanding what drives your ideal customer and what problems you're solving for them.

Branding takes those factors and translates them across every medium you use to communicate: your spoken words, the text on your website and materials, and your visuals.

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Visuals, while not the foundational aspect of your brand, are the most immediately obvious, especially to new visitors who aren't yet acquainted with your brand. They are the messenger that translates your value proposition into a language that visitors on your site can easily understand.

That means your visuals play a very important role! It's essential that they properly represent your personal brand and what it stands for. They also must be attractive to your ideal client (we'll talk about how to do that a bit further down), and they **MUST** be consistent. Nothing makes your brand look better than consistent visual branding. (And, nothing makes it sound better than having a consistent voice!)

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Start with WHY

WHY are you doing what you're doing? What is personally driving you? The answers to these questions don't directly matter to your customers (they probably don't care too much about your personal reasons why), but they will have a serious impact on your business decisions, which affects branding.

If you don't know WHY you're doing what you're doing, then you won't know who you want to serve, how you want to serve them, or what you're trying to gain. You won't feel fulfilled and your customers won't be as satisfied as they could be. Your company won't be as successful as if you

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had a strong WHY.

So, what is your why? Do you want to provide for your family better, gain personal applause, or change the world in some way? Get specific: not just WHAT you'd like to do, but WHY.

If you want to be financially successful, ask yourself, "Why?" Is it because you want to be powerful, or because you think this will make you great? Do you think having a certain number in your bank account (or buying a certain item) will bring you happiness? Is it because you want to travel or entertain friends? Why do you want to do those things?

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It's okay to start with WHAT you want, but then you must ask why. And then, ask why again. Keep asking until you get down to your root desires that are really driving you to want to grow your develop your brand and grow your business.

### The Mission of Your Brand

Now that you've figured out your personal reasons why you're doing what you're doing, it's time to hone in on the mission of your company. WHY does your company exist in the world? WHAT is it seeking to do?

For example, one business I own is a local music academy,

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Northwest School of Music. At NWSM, our mission is, “To inspire musical excellence.” We don’t just teach people to play a few notes or sing a couple songs. No, we INSPIRE them to make great music. Inspiration comes largely by positive example, so our teachers really take the time to model to the students, so that they feel the desire to create beautiful music themselves.

I could go on, but I think you get the idea! Here are a few more examples of brand missions:

“To improve lives.” TOMS shoes (For every pair of shoes purchased, TOMS gives away a pair of shoes to someone in need.)

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"Spreading the power of optimism." Life is Good (Seeks to improve people's lives by spreading the message that "Life is Good.")

"...to use business to inspire and implement solutions to the environmental crisis." Patagonia (Strives to create high quality outdoor clothing products that benefit both the consumer and the planet.)

What is the mission of your brand? Your mission provides the foundation for everything your company does, so until you get this really solid, your brand won't stand up.

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Clarity of HOW: What Value Do You Propose?

So far, you've developed clarity on your personal why and your brand's mission. Now, let's get really clear on how you'll be going after those things. What value will you offer your customers to fulfill your mission?

Really getting to know your customers will guide every aspect of your branding (and marketing) process. It will help you understand what will appeal to them (and why) and how to best communicate with them.

You need to know exactly who you're serving: stats on their external circumstances, as well as what drives them, their

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wants and needs, how you plan to help them, and what their lives will look like after they've experienced your product.

### Clarity on Exactly Who Your Target Audience Is (Demographics)

First of all, who are these people anyway? Chances are, there's more than one type of person who would be interested in your product, so break it down.

For example, if you have a product that teaches customers how to train their dog, some different interested audiences could be:

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- >> Single, working adults who don't want their dog to destroy their house while they're at work
- >> Families with young kids who want their dog to be gentle and well-mannered.
- >> Men who enjoy camping and need their dogs to be well controlled

If you offer web design services, audiences could include:

- >> Small business owners who have outdated websites
- >> Entrepreneurs who are starting new companies
- >> Photographers who want to display their portfolio to attract more clients
- >> School administrative workers who want their students to have easier access to schedules and other important info

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Clarity on Your Ideal Customer Avatar: Beliefs, Fears, Desires

Once you've narrowed your target audience, it's time to get really personal. You need to figure out what your ideal customer actually like: what drives them, what problems they're facing, what inspires them, etc.

Evaluate your ideal customer in five key areas:

What are their goals and values?

Where do they get information?

What are their demographics?

What are their challenges and pain-points?

What are their potential objections to buying?

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### Goals & Values:

Think about what is most important to your ideal customer. What is he/she trying to accomplish? What does he/she want the most? Why does he/she want these things?

### Defining Your Value Proposition

Now that you've clarified your WHY, your company's mission, and WHO your ideal customer is, you have all the information you need to create a truly enticing value proposition.

Presumably, you already have a basic idea of what your

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business's focus is and what you sell. However, with this new information you'll be able to frame your offer with new perspective.

How can you adjust your offer to best fulfill the needs and desires of your target customer? How can you frame your promotion of your offer to speak to their unique pain-points and wants?

Your ideal value proposition not only fulfills the mission of YOUR company, but also satisfies the "why's" of both you and your customer.

Answer the following questions to craft a killer value

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proposition that your customer will be EXCITED to act on.

What product or service are you offering? \_\_\_\_\_

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What desire or pain-point of your customer does your product or service affect? \_\_\_\_\_

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How will your customer's life be better if they purchase your offer? \_\_\_\_\_

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WHY would your ideal customer choose to purchase your product? \_\_\_\_\_

\_\_\_\_\_

How will the sale of your product fulfill your personal WHY?

\_\_\_\_\_

How will the sale of your product fulfill your company's mission? \_\_\_\_\_

\_\_\_\_\_

Now, in one sentence, what value do you propose to your

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customer? \_\_\_\_\_  
\_\_\_\_\_

What are you really selling? \_\_\_\_\_  
\_\_\_\_\_

What is your offer? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The answers to these questions will give you the words you need to persuasively pitch your traffic to join your list. In lesson 5, you'll use this clarity you've gained to write copy that CONVERTS your website visitors into subscribers!