



Episode 19: Creating your Value Proposition

E19: CREATING YOUR VALUE PROPOSITION

00:00 Announcer: Welcome to the Neon Noise Podcast. Your home for learning ways to attract more traffic to your website, generate more leads, convert more leads into customers, and build stronger relationships with your customers. And now your hosts, Justin Johnson and Ken Franzen.

00:16 Justin Johnson: Hey, everybody welcome to the Neon Noise Podcast where we decode marketing and sales topics to help you attract more visitors, generate more leads, and close more customers. Ken, how are you doing today?

00:28 Ken Franzen: I am doing awesome, Justin. How about yourself?

00:30 Justin Johnson: I am doing pretty well. I thought we would talk a little bit about, well, value propositions today. There's many businesses out there and many reasons to choose who exactly you do business with. A lot of the websites that I visit, they really don't speak to exactly why I should do business with them or more importantly, why I should choose them over their competition. Today, I think that a good conversation would be around creating a solid value proposition for your business. What do you think of that?

01:11 Ken Franzen: I like it, and it's so important. When we look at how hard we work to get a visitor to our website, they open that door. When they visit the website it's like opening the door and looking inside the building and...

01:27 Justin Johnson: What do I do next?

01:29 Ken Franzen: Does this look like a store I wanna shop in? Does this look like a place that can help me with what I need? And if it doesn't, then they're gonna say, "I'm not gonna walk around the store for a while and check... I can get the feeling that I'm not in the right place." And your website can do the same thing. And so a value proposition can address that issue. 'Cause the fact is, there's usually countless options that a consumer has to choose from when they're trying to find a solution to the problem they have. Just a simple search on the internet will prove this.



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02:06 Ken Franzen: Search Google for your core products and services and you're gonna see plenty, plenty, plenty of options that potential customer viewers could choose from. Sure some of these options, they're gonna offer solutions that you know are sub standard of what you provide. They're not to par. They're cheapened version-ed or they're not as quality or whatever that might be as compared to your solution, the product or service that you provide. But some of them are, some of them are just as good. Some of them might even be better and you have a price advantage.

02:45 Ken Franzen: But if you had the option to speak to that person, if you could pop through in a really creepy way. I guess it's weird if you... You could pop through the computer monitor and be like, "Hey, hey, I want to talk to you about [chuckle] some of the things that matter most to you." Try to guide them through that process that you normally go to on the phone or in person when you actually had some back and forth to help them understand the value you bring and the differences you have between the other options out there. So that's what this value proposition is gonna help them do, is help them understand quickly. But we normally, we don't get that option, so we wanna have those quick concise statement right when they get to our website so that they know that they're on. That they're at the right... We only get seconds to gain their attention and their trust.

03:47 Justin Johnson: Correct.

03:47 Ken Franzen: So this opportunity we have with this traffic, when they come in our front door they're gonna peak. We don't wanna lose that because they can't connect, they can't quickly identify.

04:00 Justin Johnson: Sure.

04:00 Ken Franzen: They can't see the compelling reason to continue learning about what it is your business can do. And so when this happens, they likely move on to another option, another one of the results in the search engines or the other person that your cousin Eddie referred you to.

04:21 Justin Johnson: But all these are little things that could be corrected relatively easily.

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04:25 Ken Franzen: Super easy. And really this is one of these small little adjustments that has a gigantic impact. But creating the value of proposition, this is one of those one in done type, forever type things. You wanna put some time into this process but you don't wanna let it get dust. You wanna keep coming back and revisit and make sure it's still applies.

04:47 Justin Johnson: Yeah. Reach out to your customers and see what adjustments you need to make based off of that.

04:52 Ken Franzen: Yeah, to see how well it resonates everything else. Yeah.

04:58 Justin Johnson: Why don't we tell everybody, the definition of a value proposition in case you don't know. A value proposition is a positioning of value you bring to the table. It explains how you can solve the customer's problem, and it clearly states the benefits. It tells the customer why they should buy from you and not one of your competitors. What are some different things that your value proposition, it should answer?

05:30 Ken Franzen: The value proposition you create, it really should address some of the following questions. It should address what is the product or service that you are selling. It should address the key benefit of your product or service. What it provides. It should address who your target buyer persona is. Who exactly are you selling to. And then it also should touch on what makes you different from your competitors. What makes you the reason. What is the reason they should choose you over the other options available. A value proposition is something that is read and it should be understood instantly. It isn't long and complex or something that's challenging to comprehend...

06:21 Justin Johnson: We're talking about more like headlines and stuff along those lines, right? Or...

06:25 Ken Franzen: Yes. Yes.

06:26 Justin Johnson: Okay. Alright.

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06:28 Ken Franzen: There's different schools of thought and the composition of, but I like to try to keep it down to three simple items here, maybe an optional fourth being a CTA. But the top item that you should be looking at is a headline. Your headline should be a short sentence that grabs attention and it's gonna key in on one of the main benefits that's provided. And we're gonna get into some examples of some companies you all recognize, looking at their value propositions here in a minute, so maybe this'll help tie all this together. The second component is a sub-headline. This is a more descriptive sentence or two. It's a little bit more detail that tells how your product benefits... What exactly it does or how it does it and exactly who it does help. And also, you would insert some sort of competitive advantage here, and that's the fun part is wordsmithing this to accommodate all that. The headline's gotta have a punch to it, it's gotta have a... It doesn't have to be golden...

07:42 Justin Johnson: Make it pop.

[chuckle]

07:43 Ken Franzen: Make it pop. But it needs to be short. I'm talking a handful of words here. We're not looking at a long sentence. We're talking about a headline, like a newspaper headline that's gonna grab that attention and then the sub-headline is gonna tie together and key in more on that benefit and the competitive advantage and who it is that you're serving. And then the third component is a visual. In your website, most of the time you're gonna have some type of imagery that you're using and a strong visual, a compelling image that supports your statement is going to help out tremendously. A lot times we get to a site, we look and we see an image. We're like, "Wow, that's cool. That's the first thing you look at!" Or, "That kinda sucks." Or, "That's uninteresting." Or, "That doesn't grab my attention."

[chuckle]

08:39 Justin Johnson: Right.

08:40 Ken Franzen: This visual could be of the product or service that you're providing, or it could be of, maybe, a person. Similar of that target buyer persona you're after experiencing the benefit that your product or service provides. Either or. Or it could be abstract and be a gobby goop of awesomeness that's something that you really love and in testing you find that it is...

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09:08 Justin Johnson: Go out and get yourself a "gobbly goop of awesomeness".

09:11 Ken Franzen: There you go. There are...

09:13 Justin Johnson: Hey, where do I place the "gobbly goop of awesomeness"? Is that something that I wanna put on the top of the website, middle of the website, bottom of the website? Where should I put all this?

09:25 Ken Franzen: This should be at the top of your homepage, above the fold, first thing that they see when they come to your page, before they begin scrolling...

09:36 Justin Johnson: Right on your doorstep.

09:37 Ken Franzen: Right on the doors. This is the sign that's on the front door. Boom. They open it, this is what they see right away. The purpose of it is it needs to grab the attention. Instantly let your site visitor know, you are in the right spot and we have the tools to solve the problems that you're having.

10:02 Justin Johnson: Awesome.

10:03 Ken Franzen: Let's jump in to some examples.

10:04 Justin Johnson: What are some examples? Do we have some examples that we can talk about?

10:07 Ken Franzen: Yes. I have a couple here that I wanna go through. Some of these are companies that we've spoke of before in previous podcasts. Some of them are companies you'll be very familiar with, some of them you've never heard of maybe. I'm not quite sure, but these are some examples I wanna go through

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and we can talk about a little bit what the company does and how this applies, but the first one on my list is Stripe. And so, for those of you that don't know, Stripe is a, I'm gonna say, newer company out there that provides a payment platform so you can accept credit cards on your website. And originally, they had a value proposition of, "Payment processing solutions for developers" or... I can't remember what exactly that was. It's changed since and their big thing was [11:03] _____ merchant accounts and gateways and everything else used to be this goofy, complex system and there's PCA compliance and all this other BS that developers really don't want...

11:13 Justin Johnson: It used to be difficult. Extremely, extremely difficult.

11:16 Ken Franzen: Yeah, those solutions...

11:17 Justin Johnson: Not difficult. I mean it was difficult but...

11:20 Ken Franzen: It was more cumbersome than it needed to be and so Stripe acknowledged this and made a more streamlined, simple solution. Just made it easy. And so their value proposition goes as follows. The headline is: "The new standard in online payments." Their description or sub-headline: "Stripe is the best software platform for running an internet business. We handle billions of dollars every year for forward thinking businesses around the world."

11:52 Justin Johnson: It's great.

11:52 Ken Franzen: In that they have two CTA buttons. They have a create account or contact sales. So, let's talk about this for a quick second. "The new standard in online payments." They basically are saying that we are different and above the norm that you've been so used to. And then in their sub headline, "Stripe is the best software platform for running an internet business." They basically put a flag in the ground and state, "We are the best option you have." There's no consideration. Now, they add credibility stating, "We handle billions of dollars every year." So that means that we're not new, we've been around for a while and we know what the hell we're doing.

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12:38 Justin Johnson: Awesome.

12:39 Ken Franzen: And they're offering for forward thinking businesses around the world. So, we are offering this for the target market, the buyer persona that's looking for ways to do things better. Not those that are stuck in the rut because they are gonna be the ones that deal with the traditional models of merchant accounts in using a gateway and the more complex mousetrap that Stripe was built to combat. I love this.

13:13 Justin Johnson: Yeah, this is awesome.

13:13 Ken Franzen: This is really powerful. It has a lot of impact. And then create account, you can either create an account and get started or you can contact sales and say, "Hey, I'd like to learn a little bit more before I get that account going." Next item, Teamwork. You've heard just talk about Teamwork before. It's the project management platform we use to run Neon Goldfish. And theirs is fun cause theirs is animated.

13:38 Justin Johnson: I'm checking these out as you're telling me these.

13:40 Ken Franzen: No, no, no, absolutely. Check them out and everyone else and we'll include links to all these in the show notes so that you can go through and check them all as well.

13:47 Justin Johnson: That is cool. I like how the animation changes for exactly who it's for. That's sweet.

13:52 Ken Franzen: Yes. Their headline is: Business management apps for... And then it moves.

13:58 Justin Johnson: Enterprise. Marketing teams.

14:00 Ken Franzen: It looks like an animation of a cursor typing, yep, and it's marketing team, software team, support team.



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14:04 Justin Johnson: Creative teams.

14:05 Ken Franzen: What they're basically saying is they have business management apps for all different types of teams and then they're really connecting with each one of those different types of buyer personas by using animation to display them. Their sub-headline that they have or the description that goes along with it is three simple short statements: Streamline your processes, connect with your customers, collaborate with your team. They're stating three distinct benefits that you're going to experience using their software. Now, they didn't really have a CTA right there next to that value proposition right there at the head.

14:46 Justin Johnson: No, it's more... They don't but...

14:50 Ken Franzen: I would personally like to see that...

14:52 Justin Johnson: I would have the sign up right there.

14:54 Ken Franzen: Something along those lines I think.

14:56 Justin Johnson: Or the trial maybe. Something along those lines right there.

15:00 Ken Franzen: Yeah, exactly. But I love the animation and it serves up multiple buyer personas in that single footprint, so good stuff. Next, I have MailChimp and we spoke about MailChimp before. MailChimp is an email marketing platform where you can send emails out to your lists and do a variety of different functions coupled with email to your audience. They're real simple and I like simplicity.

15:36 Justin Johnson: They're real simple. It works you know.

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[laughter]

15:38 Ken Franzen: Send better email... Yep. So, their headline is: Send better email, sell more stuff.

15:47 Justin Johnson: Sign up free.

15:48 Ken Franzen: And 'sign up free' is their CTA button. They don't have the sub-headline. They just basically said we're going to smack you in the face and you can sign up for free. There's no more question. They didn't overcomplicate a very simplistic setup. They're just saying, "This is pretty simply. You're gonna send better email and it'll sell more stuff. Let's get started."

16:12 Justin Johnson: Yeah, this is really cool.

16:13 Ken Franzen: What other options do we have? FreshBooks. For those of you that don't know what FreshBooks is, it's kind of like QuickBooks but not so complex. FreshBooks is a platform that we've used for a long time for all of our invoicing and great platform, love it a lot. They've went through a couple different iterations. They initially, I think when they came out, they were really targeted on the buyer persona for freelancers. Those of us with smaller businesses where we didn't have a bookkeeper and we hated accounting because it required numbers. I still hate accounting but...

16:54 Justin Johnson: Who doesn't?

16:55 Ken Franzen: Right. It was just a really simple solution that wasn't QuickBooks. I didn't have to go through these different levers and buttons and all this craziness to send and get paid on. Now the invoices get paid on my work. So, FreshBooks. Their headline: Small business accounting software that makes billing painless. Their sub-headline: The all new FreshBooks is accounting software that makes running your small business easy, fast, and secure; spend less time on accounting and more time doing the work you love."

17:32 Justin Johnson: I love that.



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17:33 Ken Franzen: Then they have a CTA. "Get started free" button and then next to that which I particularly like a lot is they have, "97% of small business owners recommend FreshBooks."

17:46 Justin Johnson: I wonder why they have that so small on here? They ought to make that large.

17:50 Ken Franzen: I think I agree and here's a couple things. "small business accounting software that makes billing painless." Love that headline.

17:57 Justin Johnson: Yeah, that's awesome.

18:00 Ken Franzen: And again, this is just preference, but "The all new FreshBooks is accounting software that makes running your small business easy, fast, and secure." Now, I like that. It's, "The all new FreshBooks" 'cause it tells me that they are continually revamping and making the solution better. It's already been identified as accounting software, but, so be it. That's fine. And, "It runs your small business easy, fast, and secure." Those are three things that matter big time to me.

18:30 Justin Johnson: To a business owner.

18:32 Ken Franzen: I might make that a little bit more of a concise, less of a statement, or make that more compact. What I do like the most is "spend less time on accounting and more time doing the work you love." That matters the most to me. Because unless you're an accountant you don't want to spend time doing accounting. There's not...

18:55 Justin Johnson: You can almost eliminate that first sentence completely.

18:58 Ken Franzen: Almost all together. And I agree with you.

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19:00 Justin Johnson: I mean, seriously. Like...

19:01 Ken Franzen: Yeah.

19:02 Justin Johnson: I wanna spend less time on accounting and doing more time on the things that I love. Right? I mean that's just it.

[chuckle]

19:10 Ken Franzen: Yes. Absolutely. And I agree with you. I think the "97% of small business owners recommend FreshBooks," that's got power. That has impact.

19:19 Justin Johnson: And it's so small on here, for whatever reason.

19:20 Ken Franzen: It is kinda small, hard to read, but it's there though. I like the fact that it's there. Could be more prominent? Absolutely. So FreshBooks, I think is good. They have a great value proposition. They just have a little bit more of a lengthy one then I then I think that I prefer, but again preference. And they're smart folks over there, so I'm sure they have rhyme to the reason.

19:39 Justin Johnson: Right.

19:40 Ken Franzen: Next is Salesforce. I think most people listening to our ramblings have heard of Salesforce. They are a CRM software solution that I feel like has expanded into the marketing world and they do a variety of different things now, but they have also a very simplistic approach. Their headline: "Sell, service and market smarter with the world's number one CRM solution." CTAs are two button side by side: "Watch Demo" or "Free Trial." So...

[overlapping conversation]



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20:19 Justin Johnson: Bet that converts really well.

20:20 Ken Franzen: Yes. If you're looking at this, you're like "Okay. 'Sell, service and market smarter with the world's number one CRM solution.'" They're just defining they are the best in that you can take this CRM solution and not only sell with it, which I think CRMs are often associated with salespeople or being used by salespeople, but also you also you can use it to service your customers from a customer service standpoint where I think CRMs are often underutilized. And then additionally...

21:03 Justin Johnson: They can market too.

21:04 Ken Franzen: They can market to it, so Salesforce now offers some marketing solutions. So they're saying that you can take a big portion of your business and manage it using this piece of software. And boom, short, sweet, to the point. I love it. I think it's great.

21:23 Justin Johnson: Yeah, that's awesome.

21:25 Ken Franzen: Alright, now. If you've all heard of us talking about HubSpot. We use HubSpot here at Neon Goldfish and for many of our clients so I thought it would be great to include them here on our list. So HubSpot. Their value proposition goes as so. The headline: "Generate leads, close deals, and manage your pipeline with the HubSpot Growth Stack." The sub-headline: "With HubSpot's marketing, sales and CRM software you can grow like a company twice your size while connecting like a real human being." Then they have a CTA button, "Get Started," and next to it, "Free versions of every HubSpot product. Start now and upgrade as you grow." Alright. So HubSpot has a lot here.

22:19 Justin Johnson: They got a lot going on.

22:20 Ken Franzen: They do, but I think, here's where...

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22:22 Justin Johnson: It's effective though.

22:23 Ken Franzen: It is. Here's what I like. "Generate leads, close deals, and manage your pipeline with the HubSpot Growth Stack." I love the fact, "Generate leads, close deals and manage my pipeline." Those things all matter. Do I need to know what the HubSpot Growth Stack? No.

22:39 Justin Johnson: Not yet. Probably not.

22:40 Ken Franzen: No. I think that you know it's cool that Growth Stack intrigues me. What is Growth Stack? Not quite sure, so maybe that's the point there. But it does hit on the three things of what it does, the key benefits, is it's gonna generate leads, it's gonna close deals, and it's gonna help me manage my pipeline. Now in the description, I like this description. It is powerful. "With HubSpot's marketing, sales and CRM software," so much like the previous example with Salesforce, this software offers a three prong approach here. And HubSpot was a marketing first platform whereas Salesforce was a CRM first platform. So they kind of been approach...

23:24 Justin Johnson: Flip-fopped.

23:25 Ken Franzen: Yeah. And they approached their models... They have similar models these days but they approached them from different angles. One could argue that, and you'll hear those argument often that HubSpot does the marketing much, much, much better. Salesforce does the CRM much, much, much better. It boils down to really preference. I think that they're... Won't argue, won't get in that debate of HubSpot vs Salesforce right now. But back to the sub-headline for HubSpot. "With HubSpot's marketing, sales, and CRM software, you can grow like a [23:55] ____ company twice your size while connecting like a real human being."

24:00 Justin Johnson: Yeah, it's awesome.

24:00 Ken Franzen: I love this because what it's stating here is you can be more efficient and grow, and most companies want to grow. Most companies are looking for ways that they can scale quickly in a controlled

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fashion. They're stating here that this software is going to help you do that. Now what I love though, is because consumers are continually changing in the way that we approach and work with them is also changing, and so connecting with them, they wanna be connected to a real human being. They wanna be talked to. They wanna not say, "Hey we have Options 1, 2, and 3 and A, B, and C. Choose what you can afford." No, they want to say, "Okay Bob, tell me more about your problems," and that's this approach. That's this angle and that's the mentality behind HubSpot.

24:52 Justin Johnson: 100%, yeah.

24:53 Ken Franzen: I love this setup. Now, here's what I really like is, "Get started." It's just like don't waste any more time. "Get started. Three versions of every HubSpot product." Okay, I can start using this without pulling out my wallet. That's fantastic, and it's scalable. Start now and upgrade as you grow. So I can give this a shot. This is better than a demo or a trial because there's no definitive time lengths. Now there are boundaries to how much of the software I get to use for free.

25:24 Justin Johnson: Sure, there's probably limitations to what you're gonna be able to do.

25:26 Ken Franzen: Oh absolutely. They're in the business of making money, and there's reasons why the paid version is worth the money that you would pay them.

25:31 Justin Johnson: Absolutely.

25:33 Ken Franzen: But you could start now and then upgrade as you grow or as you find it to be more useful. Could you imagine to be like, "Wow, there's this cool car. I could drive it to the mail box and back for free, sweet. And if I want to take it to the store I gotta kinda pay for it a little bit." That'd be pretty cool, right?

25:50 Justin Johnson: That would be awesome.

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25:52 Ken Franzen: Ferrari. If you're ever looking for a new angle to take that's one and I'll be your test market. Okay?

[chuckle]

25:58 Justin Johnson: You're gonna have all kinds of drag strips down to your mailbox.

[chuckle]

26:02 Ken Franzen: Yeah. There'll be 45 miles on the car and I'll be on the third set of tires.

[chuckle]

26:10 Justin Johnson: I love it.

26:11 Ken Franzen: Fun stuff. Alright, last I have on my list is Evernote. We've talked about Evernote. I think we've covered that as one of the apps we can't live without. And so theirs is awesome. Theirs is probably one of my favorites. Their headline "Remember everything." And then their sub-headline "Inspiration strikes anywhere. Evernote lets you capture, nurture, and share your ideas across any device."

26:36 Justin Johnson: I love that. That's awesome.

26:39 Ken Franzen: It's boom. This is like... Alright. "Remember everything," 'cause I'm...

26:44 Justin Johnson: I forget everything.

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[chuckle]

26:45 Ken Franzen: Exactly. I forget everything.

26:47 Justin Johnson: I don't plug it in.

26:49 Ken Franzen: It just gives you peace of mind knowing that, "Alright, I have that stored somewhere that I can easily retrieve." And it's so true. Inspiration strikes anywhere. I hate when I have an idea that I know that I had and now I cannot remember it.

27:03 Justin Johnson: Yeah.

27:04 Ken Franzen: The only thing I can think of that's even comparable is when you call someone and say, "I forgot what I wanted to talk to you about."

27:13 Justin Johnson: Call you later.

[chuckle]

27:15 Ken Franzen: Which is annoying 'cause you just wasted someone else's time.

[chuckle]

27:18 Justin Johnson: Right.

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27:19 Ken Franzen: "Inspiration strikes anywhere," and, "Evernote lets you capture, nurture, and share your ideas across any device." You are able to make a note on your laptop and then retrieve it on your smartphone and then edit it on your tablet. And so this provides... "Inspiration strikes anywhere." Great. I'm in the car and, you shouldn't do this while you drive so this is a horrible example, but you come up with an idea, maybe you make a voice note or something and you save it in Evernote. Boom. Perfect. Now one of the things I really like and no one else did here that they're doing, is they have a sign-up form right in their value props. Right on the Home Page. Right there. They have an email, password, sign-up for free. They're not taking you to another page, another step, no more sales. It's just, "Let's get started guys and let's move forward with this."

28:08 Justin Johnson: Very cool.

28:09 Ken Franzen: So look at the show notes for links to all those different examples, take a peek at them yourself, and shoot us some feedback on what you think, or what's your favorites, or any other examples I'll tell you, you might find that you think are great examples.

28:28 Justin Johnson: Oh, those are awesome examples. All are really cool examples. I guess, what would be the next steps on exactly how to start creating your value proposition?

28:40 Ken Franzen: Obviously that's a question I was like, "Great, let's cut to the chase. What can we do here?"

28:47 Justin Johnson: What'd I do next?

28:48 Ken Franzen: This is an exercise that, it's gonna take a little bit of time, and I encourage you to brainstorm. Get your team involved. If you don't have a team, get some people that you like, love, or entrust involved that would be good helpers in this exercise and come up with several options. And you can refine these down into a singular value proposition that you can start off with. And keep in mind, 'cause whenever we work this exercise with clients and I ask them to start thinking of ideas, they really start talking about themselves and not really having the customer in mind.

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29:35 Justin Johnson: Thinking about the customer, the buyer.

29:36 Ken Franzen: The customer should get the focus point here. What they care about, what's gonna matter most. You do want to stay... "We're the best option." Well, that's great, but...

29:46 Justin Johnson: Why?

29:46 Ken Franzen: What's the benefit that it's going to provide? Alright, so step one kind of plays into that: Know who you are targeting. Developing your buyer persona is paramount in this process to creating an effective value proposition. We have to have clarity on the problems that the customers we want to attract are having in order to even begin connecting with them.

30:09 Justin Johnson: Sure.

30:10 Ken Franzen: Develop that buyer persona know who we are targeting. Step two: Identify the most pressing itch that you can scratch for them. What's the biggest problem they have, you can solve? Think about how that problem impacts their lives and what solving this problem will do for them? Next step: Write your headline. Create a short sentence that clearly states what your product does and how it solves the customer's most pressing problem. Jot down maybe three or four different headlines and see what resonates best. It goes back to the brainstorming idea. Don't really try to... You're not gonna nail it on the first try. So the best thing to do is just start writing words on paper and try piecing this together.

31:03 Ken Franzen: I said a pretty... I said almost a contradiction, write a short sentence and then I told you how your products solves the customer's most pressing problem. You might simply look at this and say, "I can't do both of those, can I? I can't make it a short sentence and complete my thought." And likely, might be one of those companies that end up with a longer headline and that's okay, but do what you can to trim as much fat off that headline as you possibly... As much you're able. Make it concise. Make an impact and that's where maybe getting a couple different people to look at it and say, "Hey, look at this. How's another way I can say this? What's another way I can word this?"

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31:49 Justin Johnson: You can expand some of that information in your sub-headline too.

31:53 Ken Franzen: Exactly. That's the next step is our sub-headline. The sub-headline, this is an expansion of your headline. This is the opportunity there where you can maybe get into some of that detail, that supporting information that's gonna help talk a little bit about your benefit and it dives deeper into that benefit. It's gonna address who you are targeting and then it's gonna leverage any competitive differences that the customer can quickly notice. It's gonna identify those differentiating factors that you might have. Step five: Find yourself a supporting visual. You're gonna wanna make a visual connection with the customer that's gonna tie that headline and sub-headline in with their problem. The visual, it should be professional and it should have for a lack of better terms, a dramatic impact. It needs to help tell your story and further drive home the value that you're presenting to help solve their problem.

33:02 Justin Johnson: Absolutely.

33:03 Ken Franzen: And then step six. This isn't one of the three components I identified earlier. This is that optional item but include a CTA. Include a Call To Action. Unless your marketing strategy is strictly for branding purposes which not many out there are except for McDonald's is one you can think of for comparison, and you don't really need the customer to take a specific action when they come to your website, you're gonna wanna tell them exactly what they need to do next when they get to your website. The CTA, the Call To Action, does just that. It tells the customer the next step that they need to take after reading your value proposition and determining, are they in the right spot? Do they wanna continue? 'Cause not everyone that hits your value proposition will be like, "Oh, that's great that's me." No, it's meant to weed out those that aren't your target buyer persona. The phone calls you don't wanna get. The people that are gonna be kickin the tires. If you are a premium home builder, you wanna tell them right off the bat, "If you're a cheap wad that doesn't want to pay for a premium home... "

[chuckle]

34:07 Justin Johnson: Get lost.

34:08 Ken Franzen: "If you're looking for the cheapest home in the planet, then please don't waste my time and your time." I mean that's...

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34:17 Justin Johnson: Exactly.

34:18 Ken Franzen: So that CTA. It could be a button. It could be a text. It can be whatever. But some examples...

34:26 Justin Johnson: Well, all of the examples that you gave, I think every one of them except for one had a CTA to tie to their value prop.

34:35 Ken Franzen: You're right. Yeah, and definitely include... Well, like I said, it'd be a rarity not to. And what did we see? We saw that a lot of times there was more than one CTA that was present. There was two options and so what does that serve? That serves two different stages of the buyer's journey. Are they top of the funnel? Are they middle funnel? Or they bottom of funnel?" If they're bottom of funnel like, "Get started now," or if they're middle of funnel maybe like, "Check out a demo."

35:04 Justin Johnson: Yeah.

35:04 Ken Franzen: Watch some videos and learn more about it before you buy now. And then the last step of this entire process, and I mentioned this earlier, continue to refine. This isn't like a one-and-done, "I've done this and now I never have to touch it again." Revisit your value proposition on a continual basis and see where you can refine it, to improve it, to make it better. You can play with some different variations of your headline, the sub-headlines. Maybe the visual could be played with a little bit and see what type of impact that has. You'll be able to look at your conversions. The website traffic coming to your page and where they progressed through and how many are clicking on your CTAs? How many are turning into customers? But yeah, don't leave it stagnant. This is the fun...

35:56 Justin Johnson: This is fun part.

35:57 Ken Franzen: Yeah, Justin and I consider this to be fun. This is like, "Hey, how can we help?"



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36:00 Justin Johnson: How we can make this better?"

36:03 Ken Franzen: How can we help curb the decision making process?

36:05 Justin Johnson: Yeah, yeah.

36:07 Ken Franzen: I think of these as Jedi mind tricks.

36:08 Justin Johnson: Jedi.

36:08 Ken Franzen: "These aren't the droids you're looking for."

[laughter]

36:11 Ken Franzen: It's the closest I get to becoming a Jedi, so we'll see.

36:15 Justin Johnson: Right, awesome. So I think that that wraps up all the steps for how to go about creating your value proposition. Again, check out the show notes for the different examples. There's a lot of really, really good examples in there that you guys can go and take a peek at. And hopefully, you'll have a good understanding of exactly why to consider changing your value proposition and what not, based off of our conversation today. I think that that's a wrap for everything that we wanted to chat about today. You guys have a great day, and we will talk to you again next week.

36:54 Announcer: Thank you for listening to this episode of the Neon Noise podcast. Did you enjoy the podcast? If so, please subscribe, share with a friend, or write a review. We wanna cover the topics you wanna hear. If you have an idea for a topic you'd like Justin and Ken to cover, connect with us on Twitter at Neon Goldfish, or through our website at neongoldfish.com.