

# How to find out your value proposition?



## Finding your value proposition.

### What is a value proposition?

A value proposition is essentially a statement (or sometimes a few sentences). It highlights what values you're delivering to your customers. What problems you're able to solve for them. How you can make their lives better.

### Why bother?

*From a decent value proposition comes more customer-focused copy that's engaging to read. Because it resonates with what's important to them.*

Values might be rational or emotional. Problems might be little frustrations or huge great issues.

**A value proposition is not:** about you and your products. It's about them. And the more you know about them, the more realistic your value proposition will be.

**A value proposition is not:** a strapline. Thought it might help you create one.

**A value proposition is not:** a mission statement.

It's top-line, broad brush and customer-focused. It tightly captures the value you deliver to them, and why it makes a difference.

Here are some copy examples, drawn from the company's value proposition:

**Apple iPhone:** The experience IS the product

Every iPhone we've made – and we mean every single one – was built on the same belief. That a phone should be more than a collection of features. That, above all, a phone should be absolutely simple, beautiful and magical to use.

**Shopify:** Build your business – you've got the will, we've got the way.

With you from your first sale to full scale. One platform with all the ecommerce and point of sale features you need to start, run and grow your own business.

Citrus Web: Elegant to look at, clear to understand and magical to use.

Our websites provide the information your customers need to make an informed purchase. They are well thought out, and compelling to read. We attract your ideal clients, spark their interest and compel them to start a conversation with you.