

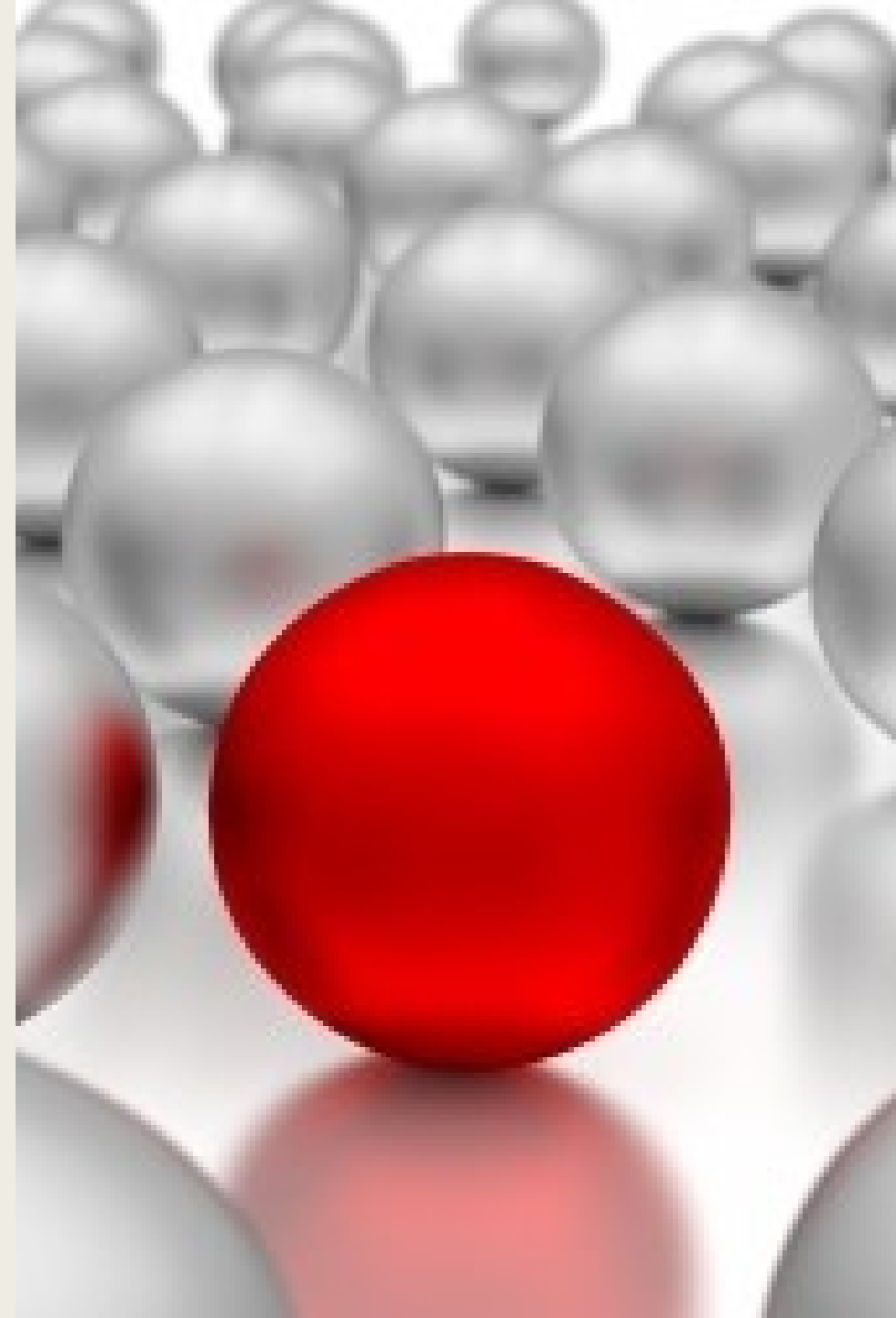
The image features two large, thick black L-shaped brackets. One is positioned on the left side, with its vertical bar extending downwards and its horizontal bar extending to the right. The other is on the right side, with its vertical bar extending upwards and its horizontal bar extending to the left. These brackets frame the central text.

# MESSAGE TO MARKET

# Value Proposition - Message to market

What is your unique proposition?

- Clear
- Emotive
- Exciting
- 'it's me'

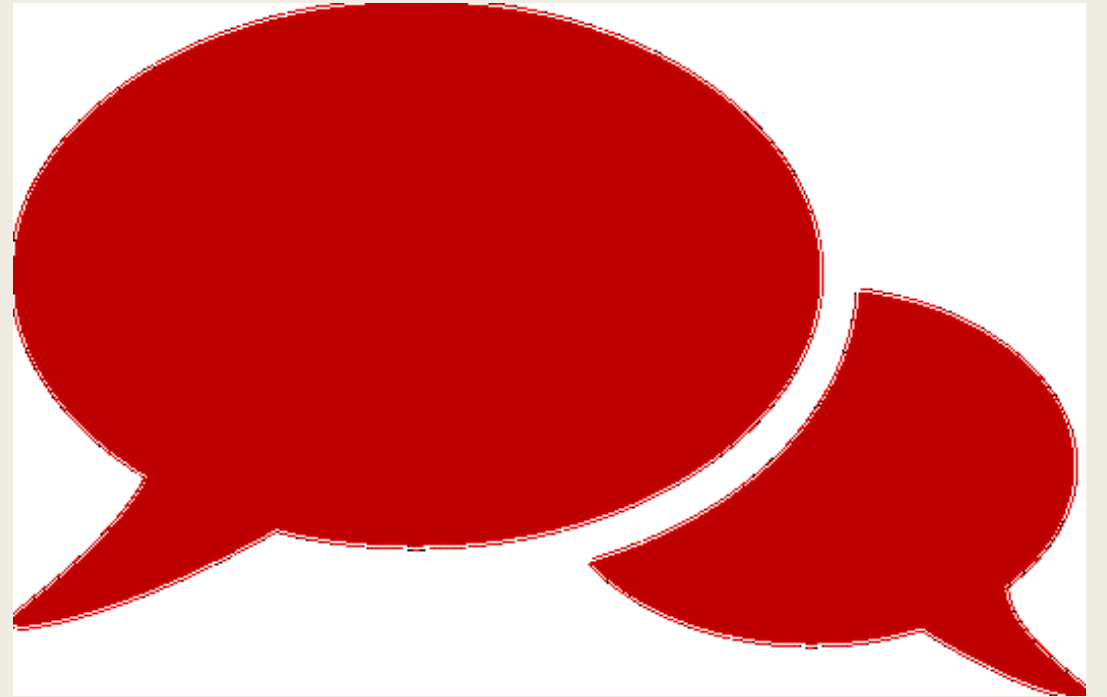


# Your (unique) value proposition

- Your authority
- Benefit rich
- Not necessarily solving a problem-  
look for motivation
- Highlight point of difference
- Quantify

# Examples – 60 second pitch

1. Who are you?
2. What result do you deliver?  
(quantify)
3. What sets you apart?
4. Call to action



# Product/service message to market

- Name of product/service is for ...
- Who ... (describe the need/issue/desire)
- ... that solves a problem/meets a desire (time/cost/impact – quantify)
- Contrast with other options
- What sets your product/service apart – benefit to the customer
- Call to action

# How to sell underwater macramé

“The underwater macramé course is for the mermaids in us who are seeking new ways of getting things done, whilst keeping cool in the heat of the midday sun. The underwater macramé course is delivered in a tropical pool at an ambient temperature that keeps you awake and refreshed, unlike other options that leave you with heat exhaustion. The course is inexpensive and you will have the satisfaction of having a water-proof wall hanging.” The next course is filling fast, so b





# Selling walnut butter

(Our) walnut butter is for people with discerning palettes who are looking for quality and taste all year round. Made in the Snowy Mountains, XXX walnut butter is available in specialty shops in 30 locations around Australia. Compared to other nut butters, walnut butter has (health and weight loss benefits). (our) walnut butter has been accredited by (....) as (....). Get a copy of our nut butter recipe card with your next purchase (offer ends).