

# Build Your Value Proposition

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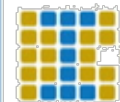


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# What is a value proposition?

3 components of a value proposition

What is your product/service?



Who is your target audience?



What value do you provide?



save money?



time?



better health?



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# What is a value proposition?

Let's Set the Stage – “Secret Sauce”

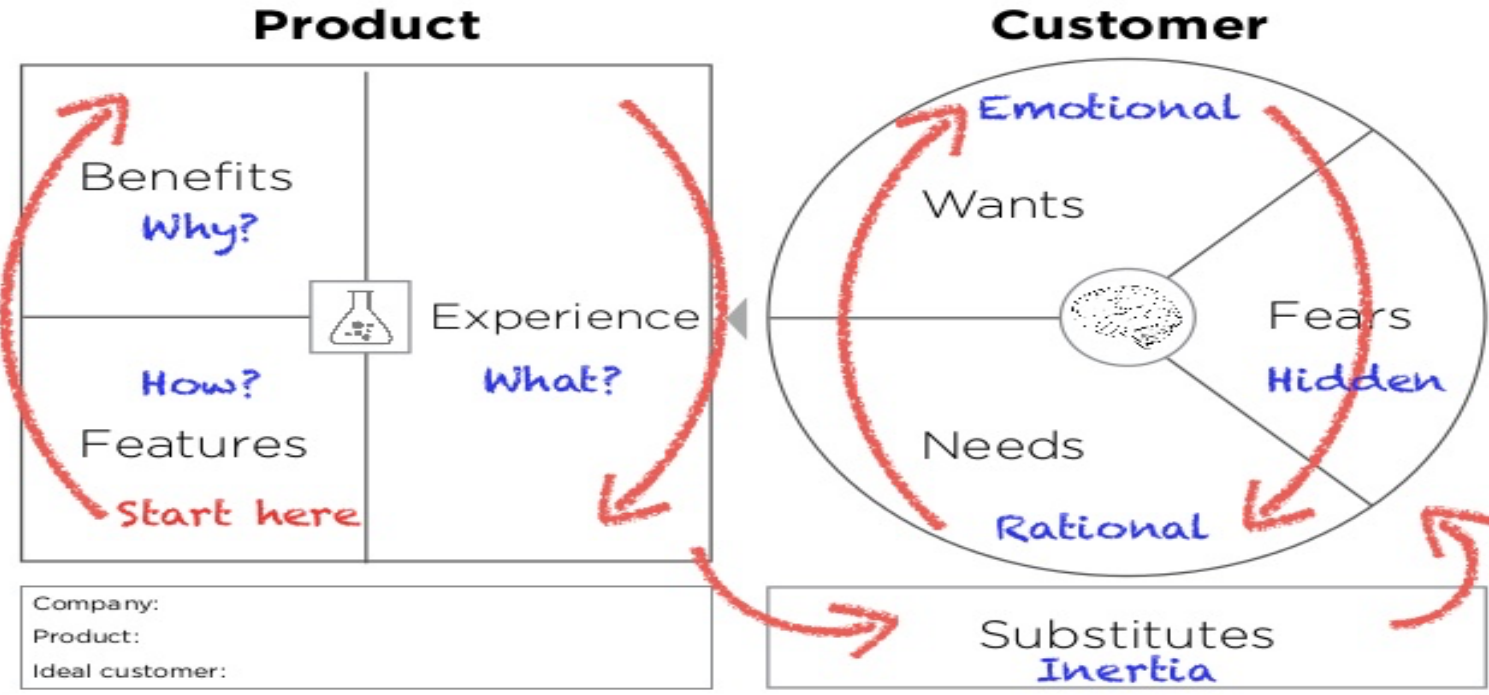


# Key questions for your Value Proposition

- ❑ What are you offering?
- ❑ How is it different from somebody else offering the same thing?
- ❑ Who does your offer speak to?
- ❑ What does your offer promise to do for your customers?

The advertisement features the Evernote logo at the top left, with navigation links for 'PRODUCTS', 'NOTEWORTHY BLOG', and 'THE TRUNK' to its right. On the far right, there are links for 'WEB SIGN IN', 'CREATE ACCOUNT', and 'GO PREMIUM'. The main headline is 'Remember everything.' Below this, three columns illustrate the product's capabilities: 1. 'Capture anything.' shows a laptop with various icons (email, voice, image) and a note, with the text 'Save your ideas, things you like, things you hear, and things you see.' 2. 'Access anywhere.' shows a tablet and a smartphone connected to a cloud, with the text 'Evernote works with nearly every computer, phone and mobile device out there.' 3. 'Find things fast.' shows a document with a search bar containing 'Creative Director', with the text 'Search by keyword, tag or even printed and handwritten text inside images.' At the bottom, a green button says 'GET EVERNOTE. IT'S FREE' with a right-pointing arrow.

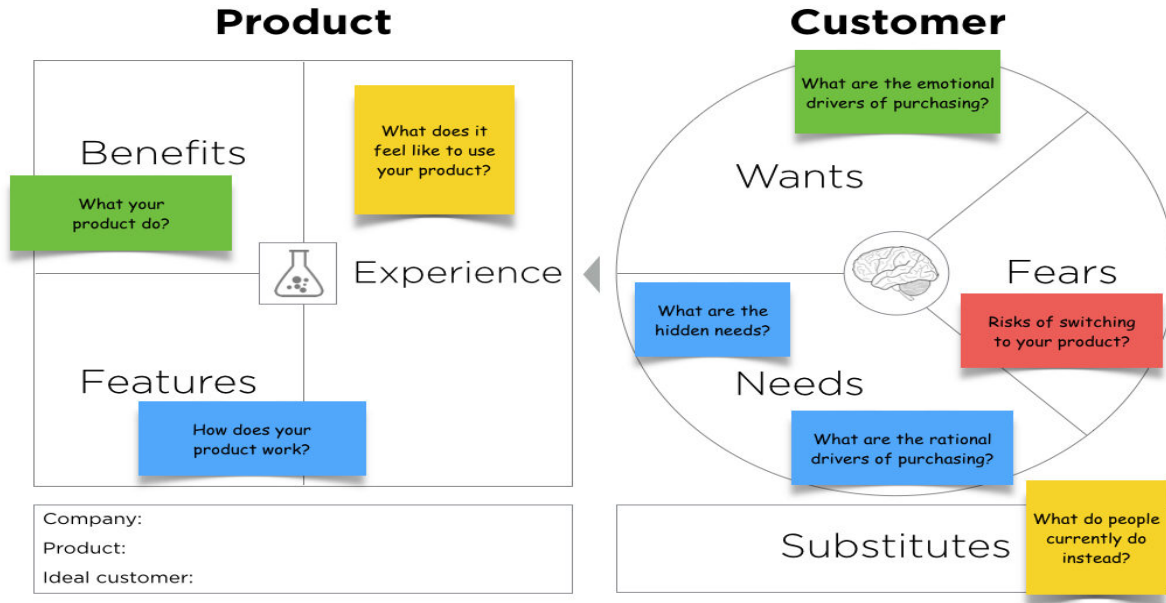
# Value Proposition Canvas



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# Value Proposition: Define your secret sauce

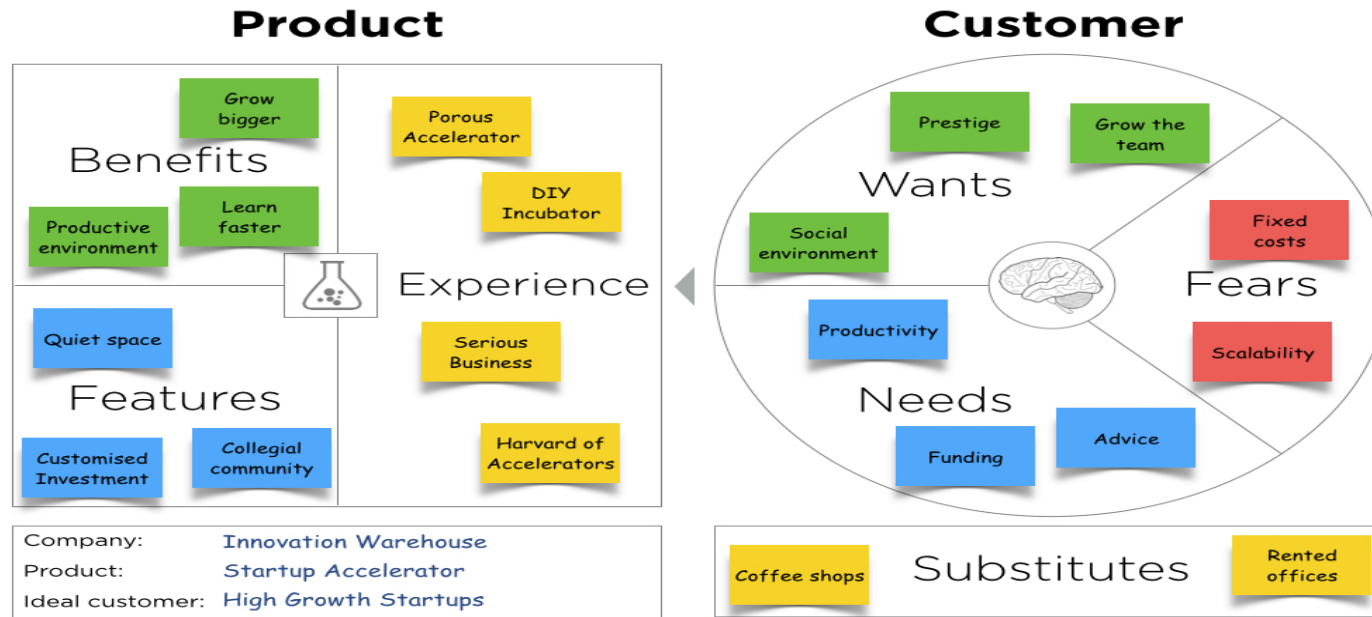
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# For example

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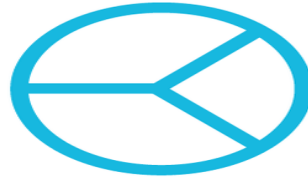
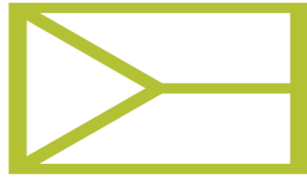
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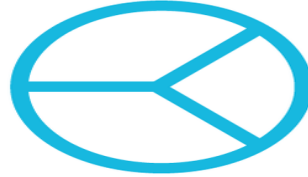


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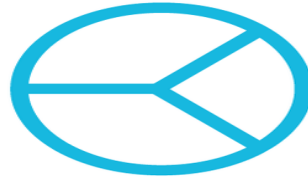
# It can be more complex, of course.



customer 1



customer 2



customer 3