

Your Value Proposition

A Value Proposition is a short, powerful statement that explains why the customer should buy from you. It's the kind of claim that you see on the home page of a website.

It can include:

- What problem your product or service solves
- The benefits the customer can expect when they buy
- Why the customer should buy from you rather than competitors

Examples of good value propositions:

- The easiest, least expensive way to pay your employees
- Connect to live translators in over 60 languages with just one click
- Share the love of dogs. Connecting dog owners with local dog lovers to share the care of a dog.
- With every pair of shoes you purchase, TOMS will give a new pair of shoes to a child in need.
- Accounting Software for Business Owners Who Dislike Bookkeeping.
- The lightest, strongest cabin baggage for less than £40
- The friendliest, best equipped, least expensive gym in Bolton.
- Welcome home. Rent unique places to stay from local hosts in 190+ countries.

What's your Value Proposition?

Wow Factors: Differentiating your Product/Service (1 of 2)

PURPOSE: This tool helps you to differentiate your product or service and create a winning customer experience.

HOW TO USE IT:

1. Identify each point at which customers comes into contact with your product or service. These points will be different for different businesses. Typical contact points include: discovery (online and offline), first contact, sales, packaging, delivery, add-ons, using your product or service, personal service, paperwork and documents and after sales service. Write one of your business's customer contact points in each row of the first column (CUSTOMER EXPERIENCE STEP).
2. In the second column, explain what you will do that is different from / better than competitors. How is this better the average or norm in your market? (WOW FACTOR).

EXAMPLE:

CUSTOMER EXPERIENCE STEP	WOW FACTOR (and why better than the norm)?
<i>Customer opens package</i>	<p><i>The pack contains a QR code that, when scanned, enables the owner to register and access FAQs and the support centre.</i></p> <p><i>All "non-plastic" elements dissolve in water and all cardboard elements are biodegradable.</i></p> <p><i>Our competitors have traditional cardboard and plastic packaging with no innovation.</i></p>
<i>Customer Uses Product</i>	<p><i>The Green Light LED, because of its patented heat reduction technology, will last at least 15 years.</i></p> <p><i>The average from LED products in this segment is 14 months.</i></p>

Wow Factors: Differentiating your Product/Service (2 of 2)

CUSTOMER EXPERIENCE STEP	WOW FACTOR

Making Your Short Video Pitch (1 of 2)

1. Prop & Head - The Illustrated 90-second Talking Head

A rehearsed single take, with props

1. **Props Engage Visually** - Gather 3 props from around the house or office (eg light bulb, your product/service or a sketch of it, your investment prospectus, landline phone)
2. **Rehearse your story** - Create your narrative (see below) and rehearse it out loud
3. **Location Really Lifts a Video** - Select your background carefully to be relevant to your product or service (eg an escalator to suggest growth, a rooftop to suggest heights, a window onto your customers, or even get a friend to drive through a city, a tunnel, a dockyard or retail park while you talk. Try to avoid your kitchen or bedroom, unless its relevant)
4. **Be natural and engaging** - Film yourself at a mid-shot distance (see shot guide) - speak clearly, confidently and simply
5. **Show the Props a few seconds each** - Lift your props at the right moment in the narrative to head-height and glance at them quickly as you reinforce your point
6. **End well** - with emphasis and a call to action (If you invest in me/us/this ...)

2. Startle - The 2-minute High-impact Pitch

How to pitch your story with jump-cuts and B-roll (additional film material such as aerial shots, people walking etc.)

1. **Rehearse your story** - Create your narrative (see below) and rehearse it out loud
2. **Location Really Lifts a Video** - Select your background carefully to be relevant to your product or service (eg an escalator to suggest growth, a rooftop to suggest heights, a window onto your customers, or even get a friend to drive through a city, a tunnel, a dockyard or retail park while you talk. Try to avoid your kitchen or bedroom, unless its relevant)
3. **Be Natural and Engaging** - Film yourself at a mid-shot distance (see shot guide) - speak clearly, confidently and simply
4. **Repeat for Closeup** - **keep the phone in the same spot** (so it's the same background), zoom the phonecam and repeat at close-up distance (see shot guide)
5. **Use Relevant B-Roll** - Find the right B-roll to illustrate your themes (shoot your own, or use cheap shot libraries like dollarfootage.com, videoblocks.com or dryfireproductions.com - see B-roll guide)
6. Edit together starting with free apps like Windows Movie-maker or iMovie, just following the narrative structure
7. **Music for tone, not happiness** - Choose music from freemusicarchive.org or freesound.org, which amplifies the tone of your story (eg calm vibe for a product that reassures) and avoid vocal music, dance music and music your customers wouldn't like

3. The 3-minute Micro-documentary

How to create a polished observed piece

1. **Rehearse your story** - Create your narrative (see below) and rehearse it out loud
2. **Location Really Lifts a Video** - Select your background carefully to be relevant to your product or service (eg an escalator to suggest growth, a rooftop to suggest heights, a window onto your customers, or even get a friend to drive through a city, a tunnel, a dockyard or retail park while you talk. Try to avoid your kitchen or bedroom, unless its relevant)
3. **Be Natural and Engaging** - Get a friend to ask you the killer questions and film your at a mid-shot distance (see shot guide) - speak clearly, confidently and simply
4. **Repeat for Closeup** - **keep the phone in the same spot** (so it's the same background), zoom the phonecam and repeat at close-up distance (see shot guide)
5. **Use Relevant B-Roll** - Find the right B-roll to illustrate your themes (shoot your own, or use cheap shot libraries like dollarfootage.com, videoblocks.com or dryfireproductions.com - see B-roll guide)
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Making Your Short Video Pitch (2 of 2)

General Guidelines

- List out your 10 bullet points as single words and write them in big pen somewhere at the same height as the camera
- Set your camera or phone up so you appear on the right of centre, not dead centre - try to get some feature to balance you on the other side (eg a tree, a window, anything significant)
- Look alert, and keep focused on the camera, don't let your eyes drift
- Don't read your lines - talk about your bullet points - you'll need to rehearse this out loud

Plan your Award Winning Entry: Video Shot List

Checklist

- ✓ Demonstrates my Ambition, Commitment and Enthusiasm
- ✓ Explains what product/service I offer and why it is different/better than what's already on the market
- ✓ Describe target customer/s
- ✓ Explains what I believe I need to do to move ahead
- ✓ Of the support on offer, describes what I'd find most useful and how I'd use it
- ✓ Explains where I'd hope to be in 5-10 years' time

Shot #	Message	Shot Description	Duration
9	<i>e.g. Product is significantly more portable</i>	<i>Close up demonstration of our product being folded and put away.</i>	15s