gist brands

What is Our Value Proposition?

Answers the question: Who are we to our target customer; and why is it both unique and important?

Moore* Format Value Proposition

FOR: (state the target customer or client, as specifically as possible)

WHO: (state the need or opportunity; the pressing problem to solve)

WE ARE THE ONLY: (state the category, from a **customer's** point of view)

THAT: (state the key customer benefit; not feature)

UNLIKE: (your primary competitor, or an alternative option to your category)

WE/OURS: (state your key differentiator or competitive advantage)

> **Note:** Most people will find this format a little cumbersome, stiff, and verbally awkward. That's fine! It's a template, not the end product. It's process. You can shorten, reshape, and shift it into a more relaxed and conversational expression later, tailoring it to be appropriate and interesting to your audience, **once you've captured all the critical DNA** of your value proposition. The power of the Moore format is to give you a conceptual framework to capture, question, test, and solidify a "mock-up" of your strategy, not to serve as a template that serves up a polished elevator pitch. Think of it more like an early wireframe. If your prototype strategy stands up to review and testing, then you can artfully craft its DNA into natural language messaging once you reach agreement and buy-in that all the critical components are addressed.

Reviewing or Testing Our Value Proposition

Next: How can you determine if your draft is strategically sound before you craft it into more natural messaging?

- Is it memorable and meaningful?
- Is it relevant and will it resonate with your target customer?
- Will it solve a pressing problem for your customer?
- Is it distinctive? Does it truly differentiate you from the competition?
- Can you "own" it?
- Is it "true?" (i.e. credible, believable, and/or reachable?)
- Is it sustainable?
- Will it aid in decision-making for your brand?

> *Based off of Geoff Moore's framework from his marketing book "Crossing the Chasm."