

CRAFTING YOUR USP



Discover the art and science of crafting a functional Unique Selling Proposition for online lead generation

Mark Acsay





XiGHT INTERACTIVE
Former Director of Search



@markacsay



**If you will listen in the
next 45 minutes...**



1. You will learn what is a Unique Selling/Value Proposition

You will learn the underlying theory of a value proposition framework.



2. You will learn what determines the Force of a Value Proposition?

You will learn how to measure and adjust the four factors that determine the force of a value proposition.



3. You will learn how to Craft your Value Proposition

You will learn a step-by-step process for crafting the essential value proposition argument.



ready?



**This is how Inbound Marketing
looks like....**



**Not One Size
Fits All**

This is how Inbound Marketing
looks like....



It's Multifaceted

This is how Inbound Marketing
looks like....



It's Particular

This is how Inbound Marketing
looks like....



Top Objective

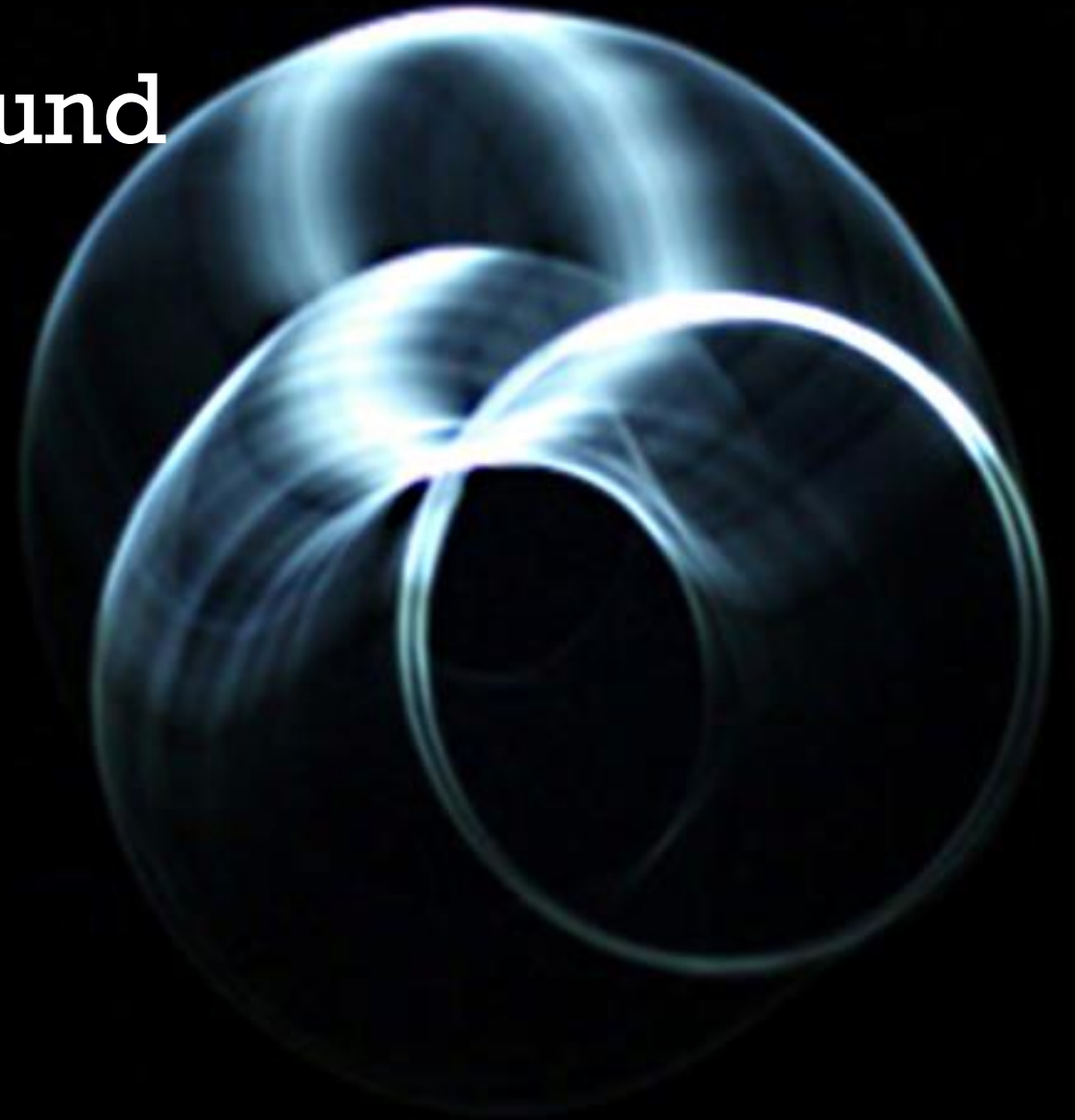
This is how Inbound Marketing
looks like....



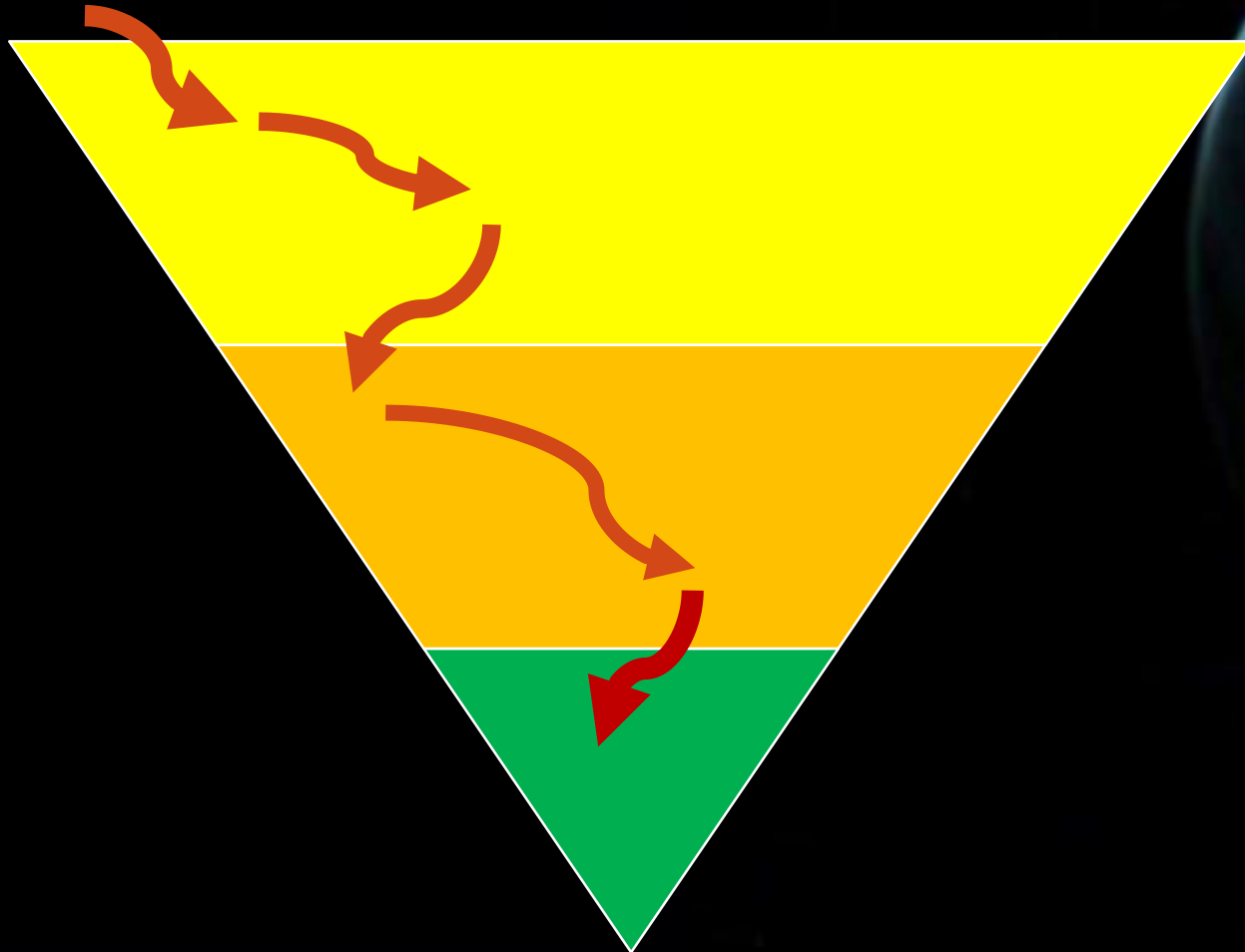
conversions

When you think of Inbound Marketing

think funnels....



think funnels....



Top of the Funnel

Middle of the Funnel

Bottom of the Funnel



Incoming Traffic

Outbound Marketing Integration
Print, TV, Radio

Website, blog, Press Releases

Forums, PPC, Social Share, Chat



Drives traffic, builds trust, establish reputation, produce credibility, shows thought leadership, build brand awareness, educates prospects

Calls to Actions to Landing Pages

Top of the Funnel Offers

eBook

Middle of the Funnel Offers

webinar

Bottom of the Funnel Offers

pricing

Lead Nurturing

SALES

Unified
Messaging

USP



Incoming Traffic

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Print, TV, Radio

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eBook

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webinar

Bottom of the Funnel Offers

pricing

SALES

USP

Heuristic Formula

$$Rc[Vf - Cf] = Nf *$$

*Patent to Meclabs



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eBook

Middle of the Funnel Offers

webinar

Bottom of the Funnel Offers

pricing

ing



SALES

USP

$$Rc[Vf - Cf] = Nf *$$

Landing Page Optimization

$$C = 4m + 3v + 2(i-f) - 2a*$$

*Patent to Meclabs



Incoming Traffic

Outbound Marketing Integration
Print, TV, Radio

Website, blog, Press Releases

Forums, PPC, Social Share, Chat



Drives traffic, builds trust, establish reputation, produce credibility, shows thought leadership, build brand awareness, educates prospects

Calls to Actions to Landing Pages

Top of the Funnel Offers

eBook

Middle of the Funnel Offers

webinar

Bottom of the Funnel Offers

pricing

ing
SALES

USP

$$Rc[Vf - Cf] = Nf *$$

$$C = 4m + 3v + 2(i-f) - 2a*$$

Wherein:

“C” = Probability of conversion

“m” = Motivation of user

“v” = Force of the value proposition

“i” = Incentive (additional) to take action

“f” = Friction elements present

“a” = Anxiety elements present

Landing Page Optimization

*Patent to Meclabs

How can we **conceptualize** a **simple, yet powerful,**
paradigm for crafting **value propositions?**



How can we conceptualize a simple, yet powerful,
paradigm for crafting value propositions?

1. *People don't buy from websites, **people**
buy from people*



How can we conceptualize a simple, yet powerful,
paradigm for crafting value propositions?

*2. You don't optimize websites,
you **optimize thought sequences***



How can we conceptualize a simple, yet powerful, paradigm for crafting value propositions?

3. *To optimize thought sequences, you must **enter into a conversation***

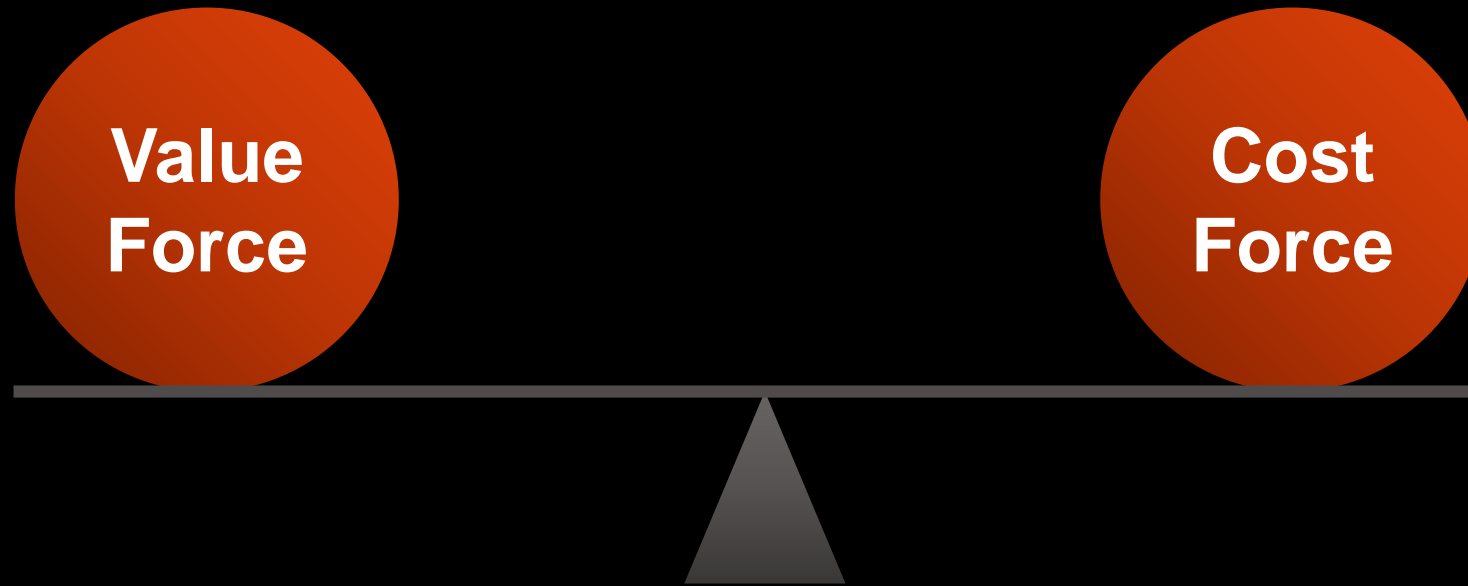


How can we conceptualize a simple, yet powerful, paradigm for crafting value propositions?

4. *Then you must guide the conversation toward a **value exchange***



How can we conceptualize a simple, yet powerful, paradigm for crafting value propositions?

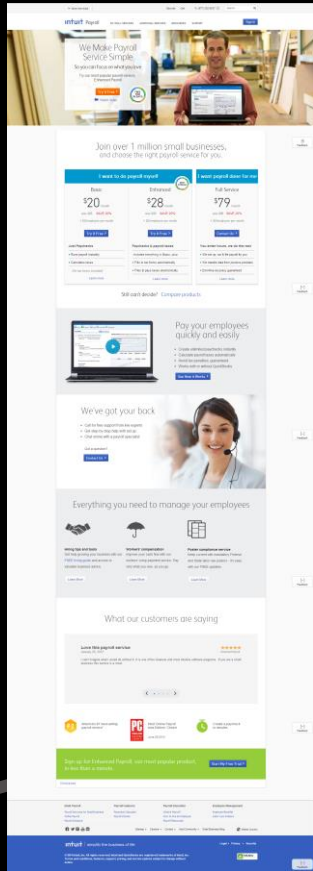


Value Exchange





Value Force



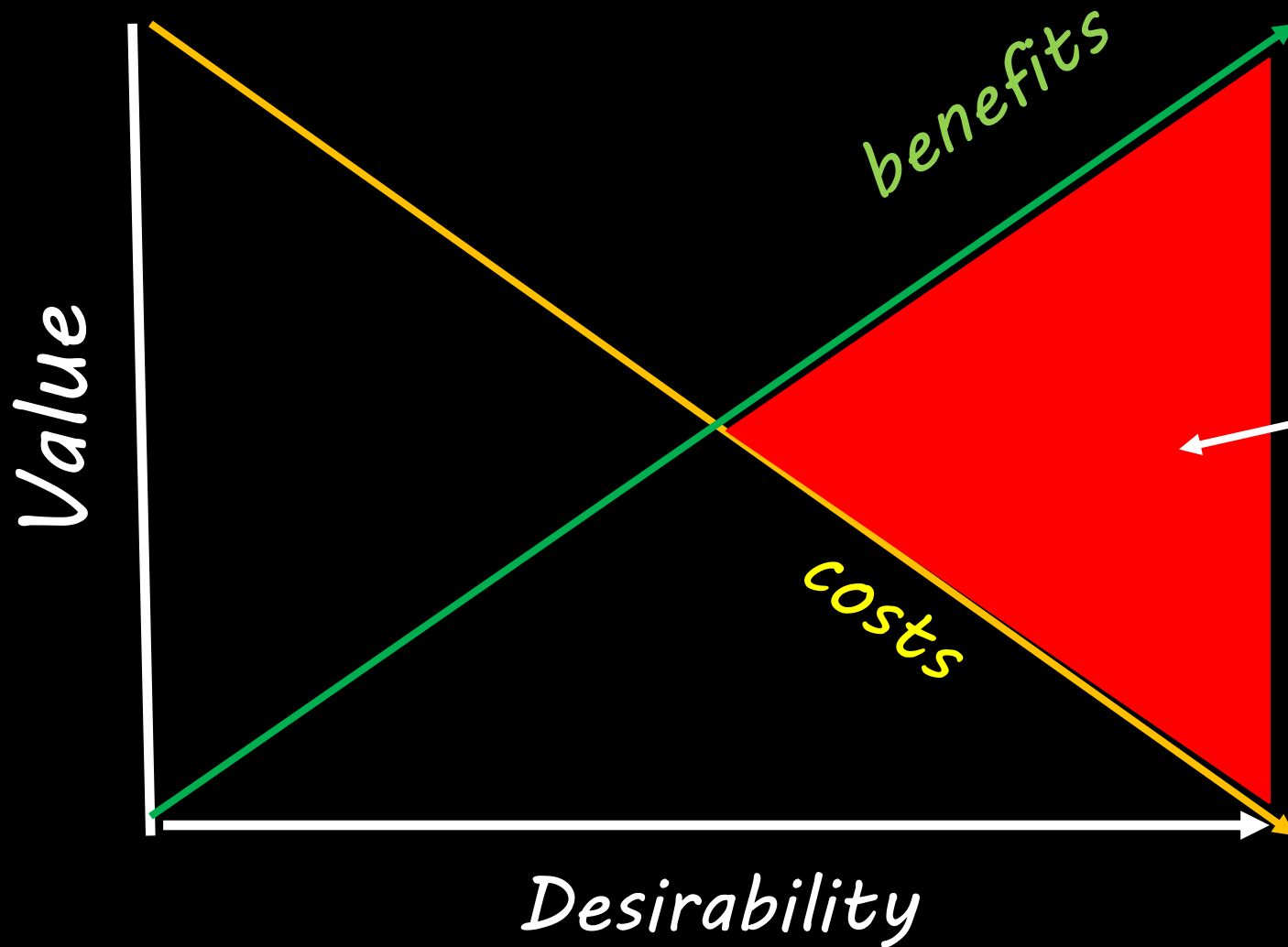
Cost Force

$$Rc[Vf - Cf] = Nf^*$$

The net force is positive

*Patent to Meclabs





Once your benefits outweigh costs, prospects becomes more motivated

Value Exchange

When benefits are added and costs are lessened, desirability increases



What is USP?



What is USP?

This question can be best
defined with another
question



What is USP?

“If I am your ideal prospect, why should I buy from you rather than any of your competitors?”



If I am your ideal prospect, why should I buy from you rather than any of your competitors?

You are fundamentally answering a first-person question posed in the mind of your customers. It always implies a “because” answer.



If I **am your ideal prospect**, why should I buy from you rather than any of your competitors?

A value proposition focuses on a specific customer segment. This requires you to consider who you are not going to serve and the associated tradeoffs.



If I am your ideal prospect, **why should I buy from you** rather than any of your competitors?

A value proposition is an ultimate reason – the reason why; it is the culmination of a careful argument



If I am your ideal prospect, why should I buy from you rather than any of your competitors?

A value proposition must differentiate you from your competitors. In at least one way, you must have an “ONLY” factor



We need to understand the relationship
between the core and the derivative value
propositions



Derivative Value Propositions

intuit Payroll

PAYROLL SERVICES

ADDITIONAL SERVICES

RESOURCES

SUPPORT

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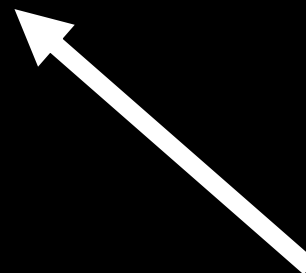
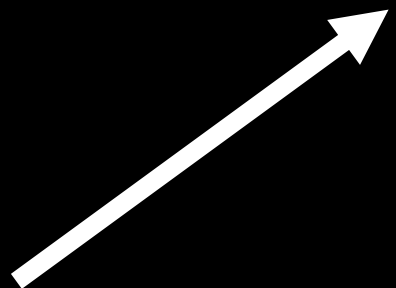
Chat

[+]

Feedback



USP



**Customer
logic**

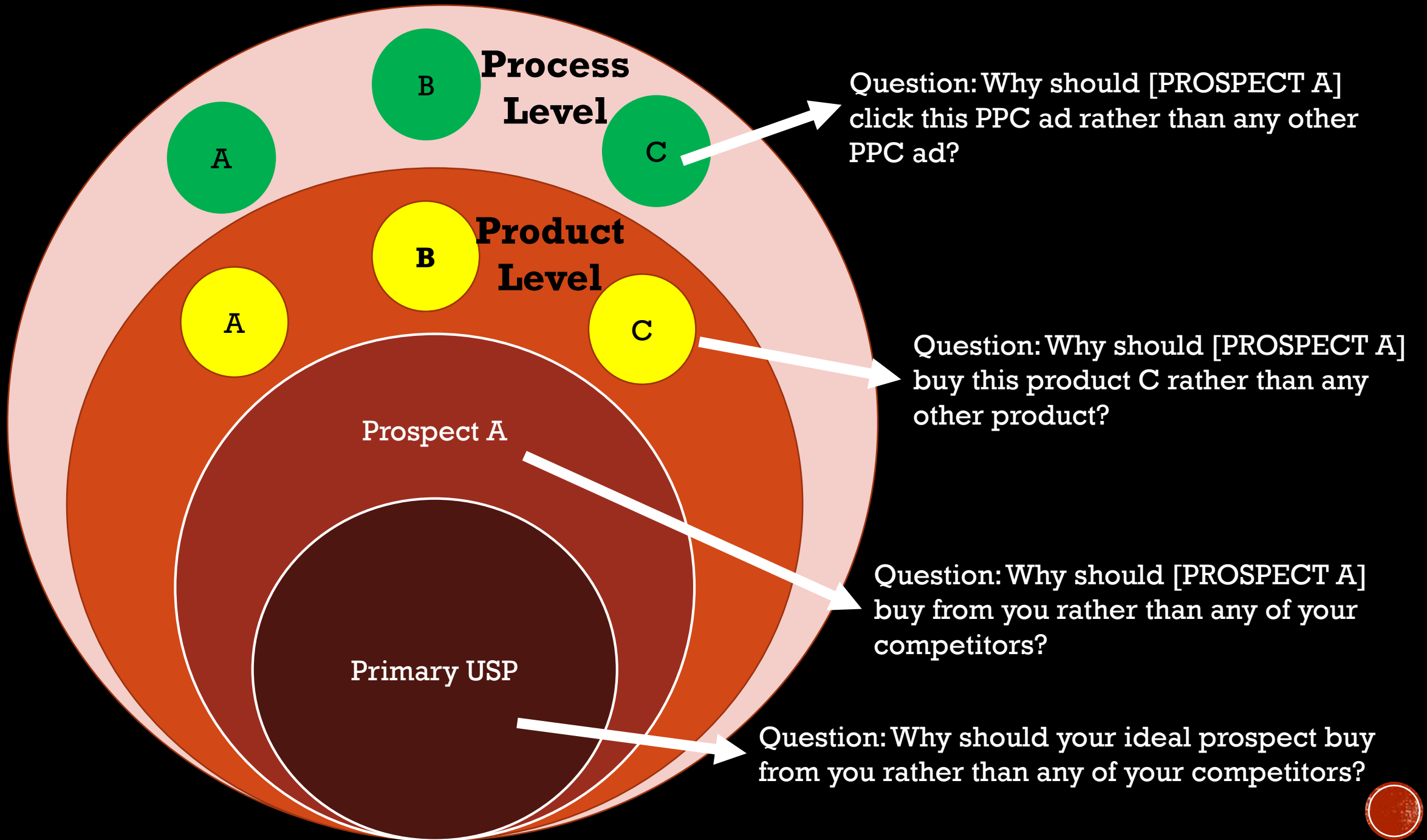
VS

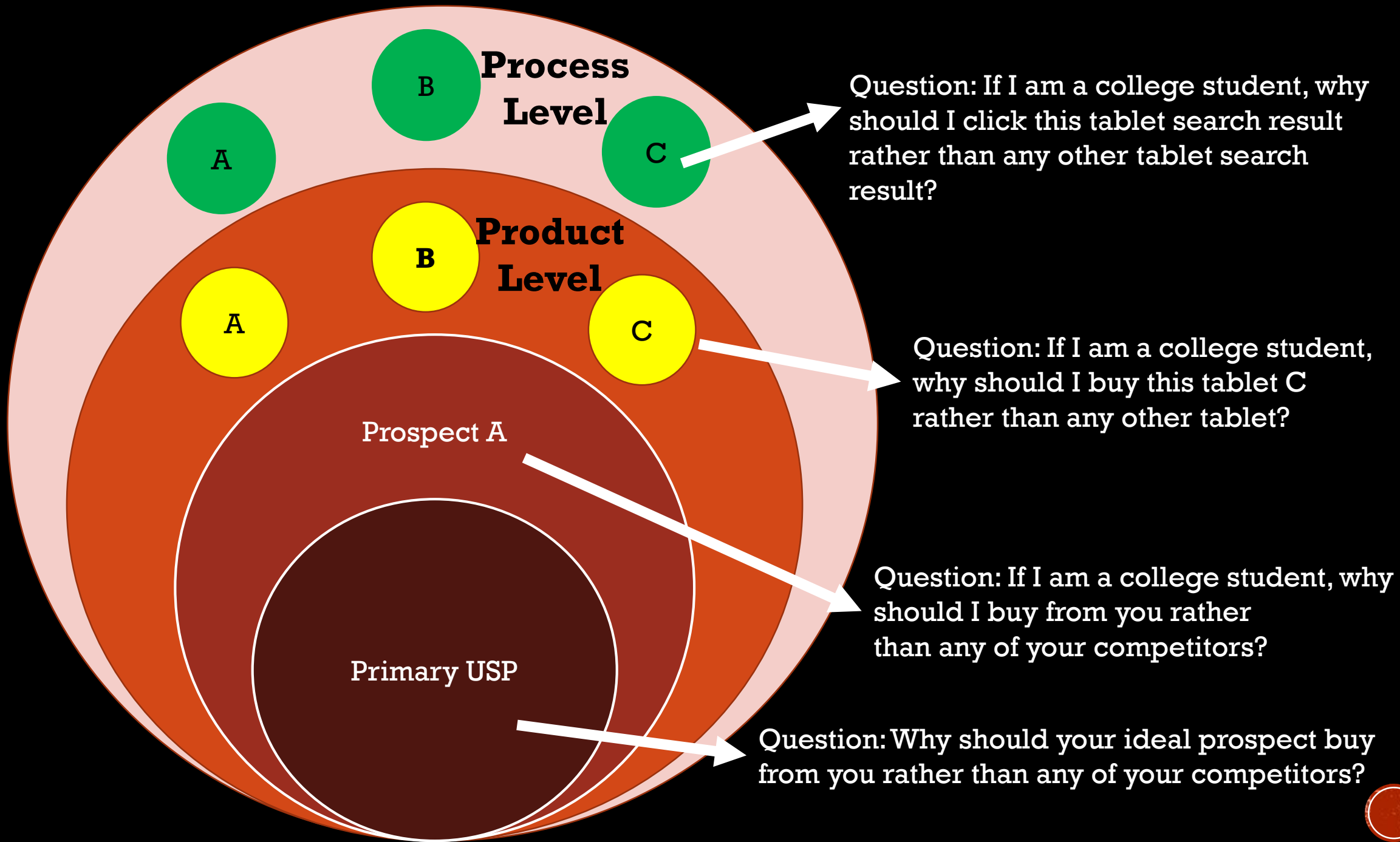
**Company
logic**



There must be an obvious **connection** between the **company**, its various **products**, and its different **prospects**





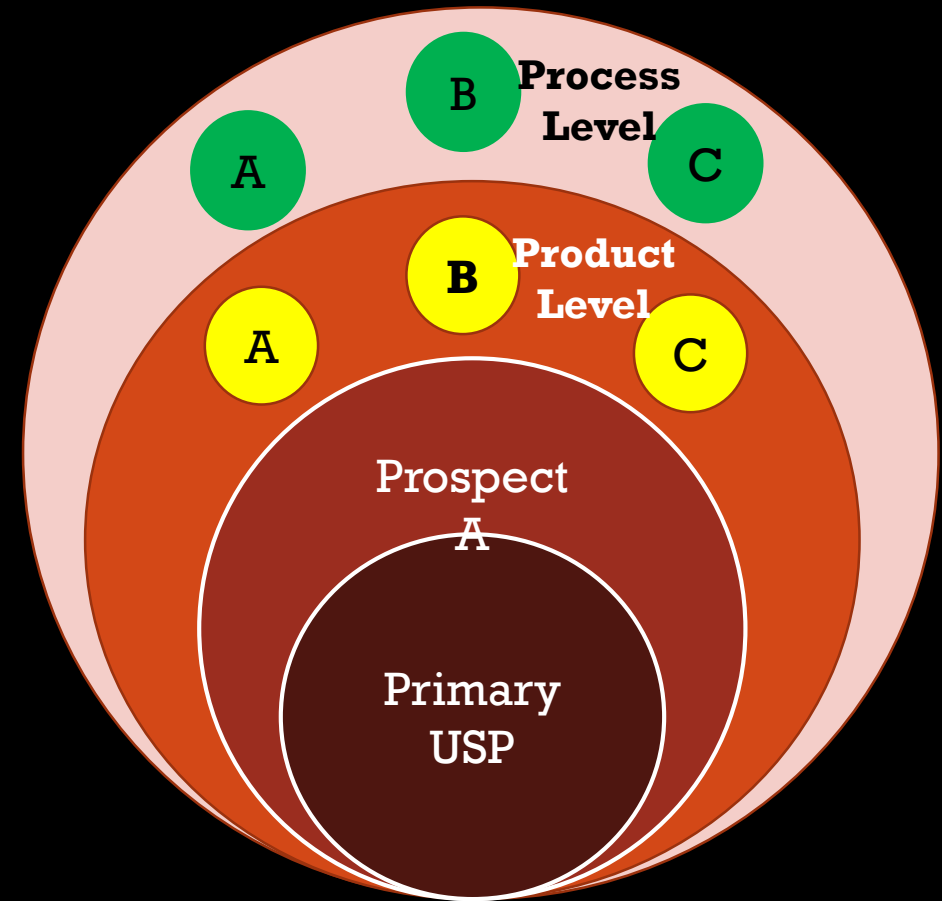


Derivative value propositions are so **interlinked** that they will often **overlap**.



Derivative value propositions are so **interlinked** that they will often **overlap**.

Process Level
Product Level
Prospect Level



Product Level

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Intuit Online Payroll

Lilly Smith

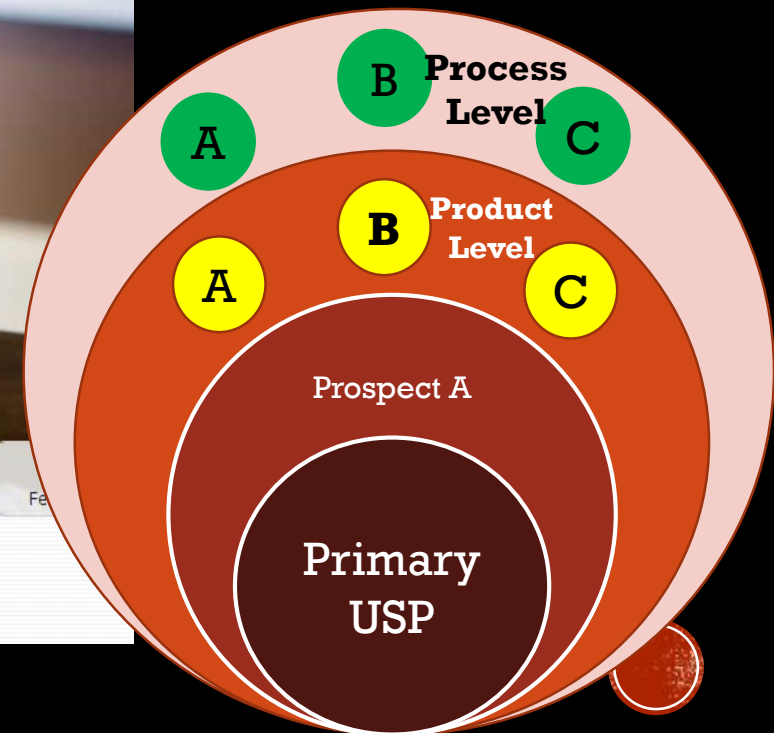
1 FEDERAL AND STATE WITHHOLDING
Do you have a copy of all Payroll W-2s filed out by Kelly?
 Yes No No Records a Consultant

2 PAY
Pay Schedule: How often do you pay Lilly? Every Friday morning 12:00:00 PM
Pay Rate: How much do you pay Lilly? \$15.00/hr
Add Hours: Add Hours

Sample Check (based on 40 hours)
Business Name: Home Place Interiors Inc.
1919 Camino CA 94132 San Francisco CA 94132
Lilly Smith
Three Thousand Two Hundred Fifty and 00/100

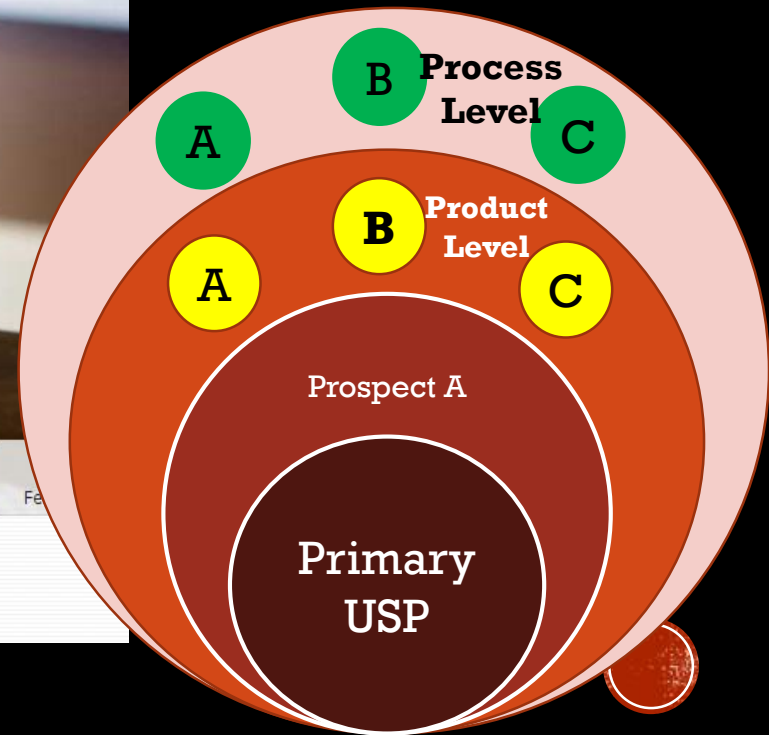
Pay	Hours	Rate	Current	Deductions	Current
Hourly	40	15.00	6,000.00		
Taxes			Current	Summary	Current
Federal Income Tax			1,660.00	Fed	6,000.00
Social Security Tax			372.00	SS	2,749.43
Medicare Tax			87.00	Med	
CA Income Tax			869.57	CA	
CA State Disability Ins.			60.00	SDI	

Basic Payroll Overview Features How it Works Pricing Customer Stories FAQs [Try It Free >](#)



Process Level

The screenshot shows the Intuit Payroll website. At the top, the navigation menu includes 'intuit Payroll', 'PAYROLL SERVICES', 'ADDITIONAL SERVICES', 'RESOURCES', 'SUPPORT', and a 'Sign In' button. The 'RESOURCES' and 'SUPPORT' links are highlighted with a red box. Below the navigation is a hero section with the headline 'Fast, Accurate & Affordable' and a list of features: 'Instant paychecks & tax calculations', 'Free live support from payroll experts', and 'Works with or without QuickBooks'. A laptop in the foreground displays the Intuit Online Payroll interface, showing a payroll summary for 'Lilly Smith' with a 'Sample Check' and a 'PAY' section. At the bottom, a secondary navigation bar includes 'Basic Payroll', 'Overview', 'Features', 'How it Works', 'Pricing', 'Customer Stories', 'FAQs', and a 'Try It Free >' button. The 'Customer Stories' and 'FAQs' links are highlighted with a red box.



Prospect Level

intuit Payroll PAYROLL SERVICES ADDITIONAL SERVICES RESOURCES SUPPORT [Sign In](#)

Fast, Accurate & Affordable

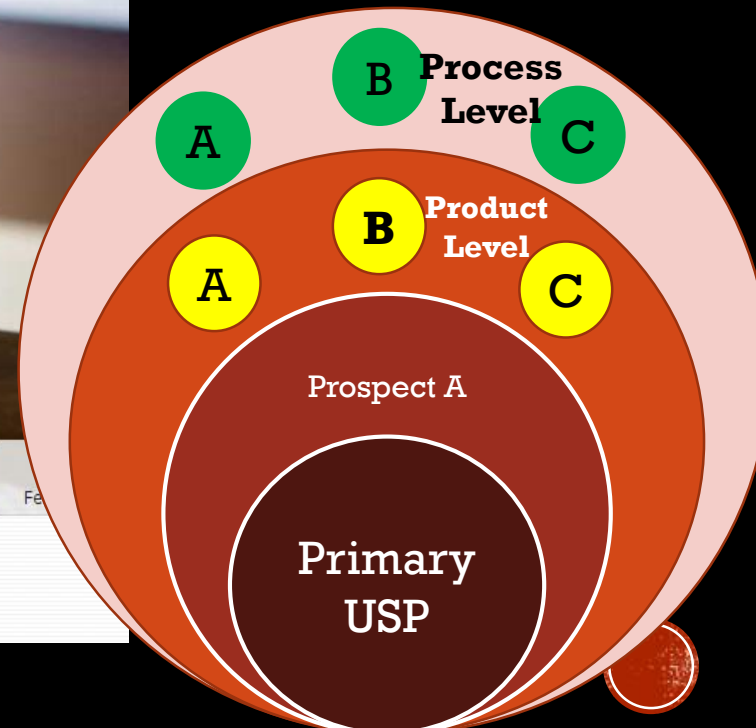
- Instant paychecks & tax calculations
- Free live support from payroll experts
- Works with or without QuickBooks

Intuit Basic Payroll
\$25 ~~\$20~~ /mo. **SAVE 20%**
+ \$2/employee per month

[Try It Free >](#) **30 DAY FREE TRIAL**

Navigation: [Basic Payroll](#) | [Overview](#) | [Features](#) | [How it Works](#) | [Pricing](#) | [Customer Stories](#) | [FAQs](#) | [Try It Free >](#)

Pay	Hours	Rate	Current	Deductions	Current
Hourly	40	150.00	6,000.00		
Taxes			Current	Summary	Current
Federal Income Tax			1,666.88	Fed	6,000.00
Social Security			372.00	Taxes	2,749.43
Medicare			87.00		
CA Income Tax			869.57		
CA State Disability Ins.			60.00		



Fast, Accurate & Affordable

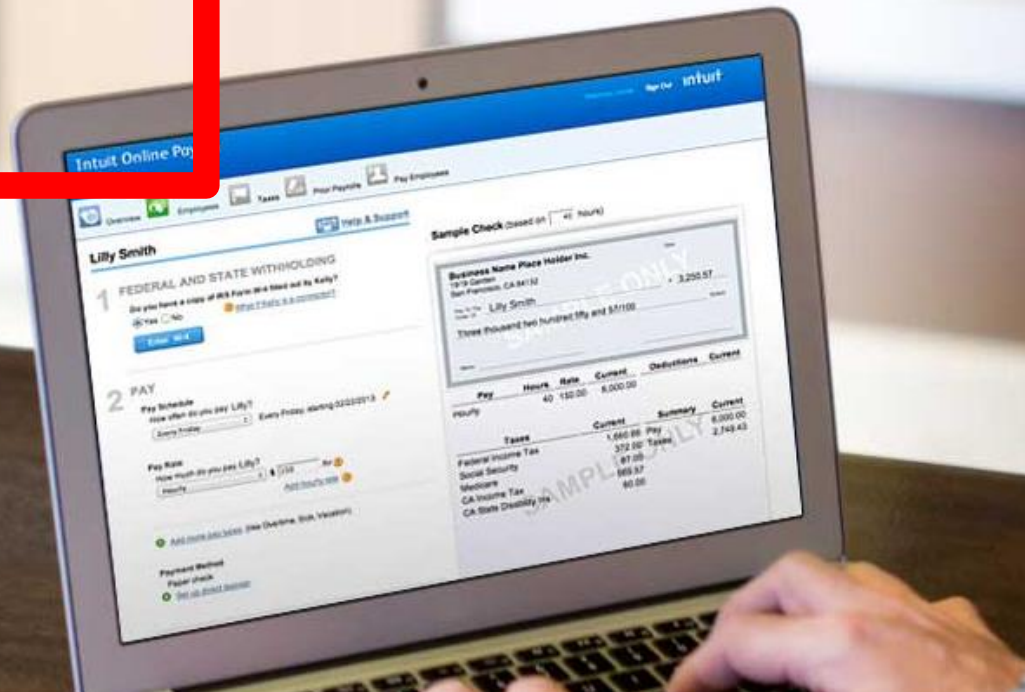
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[-] Feedback

Basic Payroll

Overview

Features

How it Works

Pricing

Customer Stories

FAQs

Try It Free >



What determines the
FORCE of your USP?



What determines the FORCE of your USP?

$$Rc[Vf - Cf] = Nf *$$

$$Rc = (Cl | Cr)$$

$$Vf = (Ap/Ex)$$

$$Cf = (Mt + Mn)$$

Main elements:

Nf = Net Force of Value Proposition

Vf = Gross Force of Value Proposition

Cf = Gross Force of the Cost

Rc = Reception

Sub elements:

Vf = Ap = appeal
Ex = Exclusivity

Rc = Cl = Clarity
Cr = Credibility

Cf = Mt = Material
Mn = Mental



What determines the FORCE of your USP?

$$Rc[Vf - Cf] = Nf *$$

Sub elements:

Vf = Ap = appeal
Ex = Exclusivity

Rc = Cl = Clarity
Cr = Credibility

Cf = Mt = Material
Mn = Mental

Cognitive Conclusions:

Ap = appeal = *"I want it"*

Ex = Exclusivity = *"I can't get it anywhere else"*

Cl = Clarity = *"I understand you"*

Cr = Credibility = *"I believe you/it"*

Mt = Material = *"I need to pay this much"*

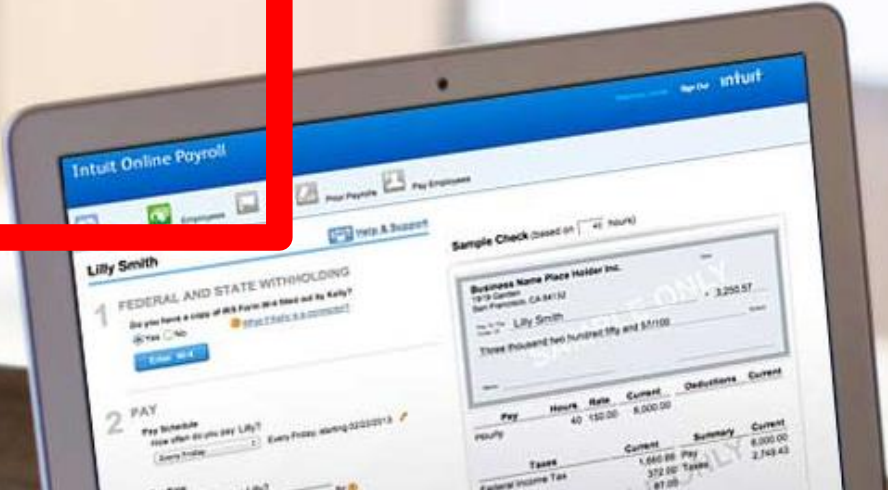
Mn = Mental = *"I need to do this much"*



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Ap = appeal = "I want it"



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+ \$2/employee per month



Ex = Exclusivity = *“I can’t get it anywhere else”*



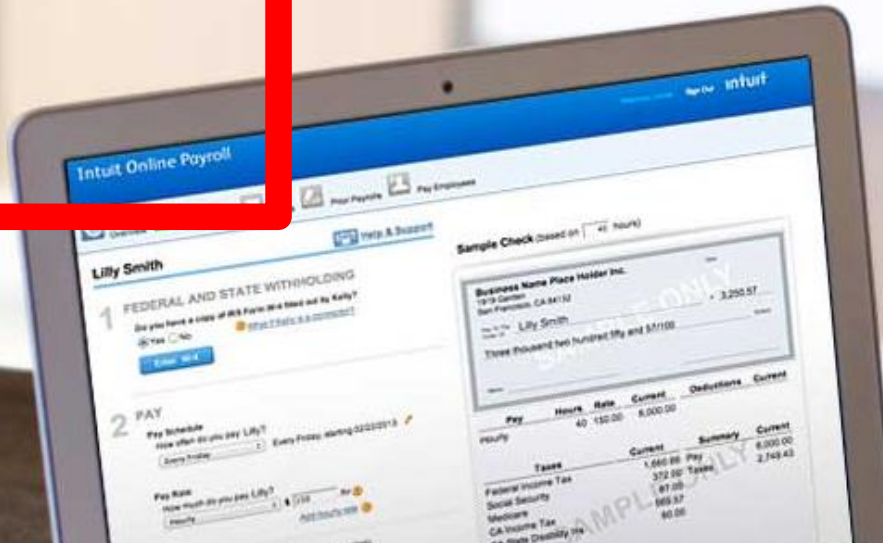
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+ \$2/employee per month



CI = Clarity = *“I understand you”*



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Cr = Credibility = "I believe you/it"



What our customers are saying

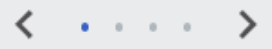
Love this payroll service

January 26, 2013



Enhanced Payroll

I can't imagine what I would do without it. It is one of the cleanest and most intuitive software programs...If you are a small business this service is a must.



America's #1 best-selling payroll service*



Intuit Online Payroll wins Editors' Choice

June 26 2012



Create a paycheck in minutes

Cr = Credibility = *"I believe you/it"*



First Month Free!

Pay for a year & save. Or pay just a little each month.

Annual Billing



\$17/month

was \$24 SAVE 20%

+ \$2/employee per month

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Monthly Billing

\$20/month

was \$25 SAVE 20%

+ \$2/employee per month

Try It Free >

Mt = Material = *“I need to pay this much”*



Start your free trial

Let's check if you already have a QuickBooks Online account

Email

Please enter a valid email address.

Continue

Secure Server



Cancel anytime



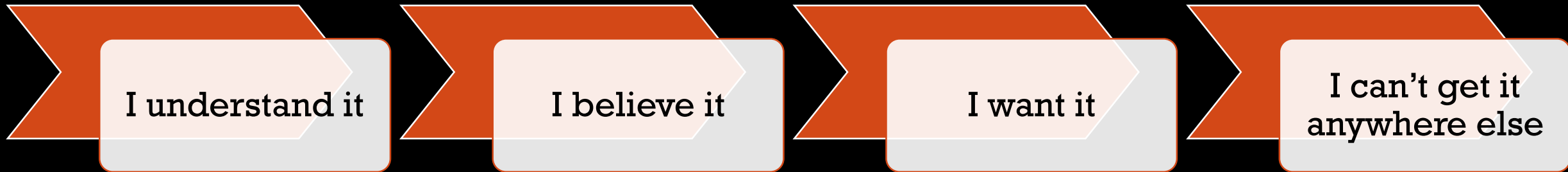
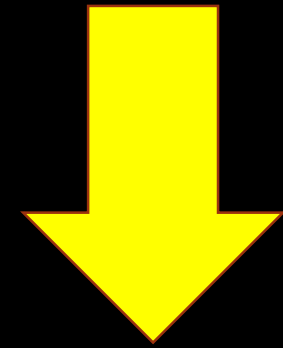
Quick and easy setup



Mn = Mental = *“I need to do this much”*



The Flow



The aim of the marketer is **value received**; value received is contingent upon **value believed**. Value believed is contingent upon **value conceived** (understood)



The Importance of Rc

$$Rc[Vf - Cf] = Nf *$$



(Cl | Cr) (Reception/Perception)

Rc is a Multiplier

[Clarity + Credibility] This is the most important in the heuristic because without it, the other information is irrelevant.



Crafting the your **USP**



STEP 1: Identify the **Value Proposition Question**

“If I am your ideal prospect, why should I buy from you rather than any of your competitors?”



STEP 2: Identify 5-10 Potential Claims of Value:

Rank	Potential Claims of Value	Appeal (1-5)	Exclusivity (1-5)



Rank	Potential Claims of Value	Appeal (1-5)	Exclusivity (1-5)

STEP 3: Rate the Appeal and Exclusivity for Each Claim (in table above)



STEP 5: Craft a Clear Argument Integrating
the Top Claim(s) of Value with
Supporting Evidentials



Step 6: Develop the long-form Value Proposition Statement



Step 7: Develop the short-form Value Proposition Statement



Step 8: Develop the Supporting Value Proposition Narrative



Step 9: Develop the essential Value Proposition Graphics



Step 10: Develop the Brand-focused Value Proposition Linkage



Thank You!



markacsay@gmail.com



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