





**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

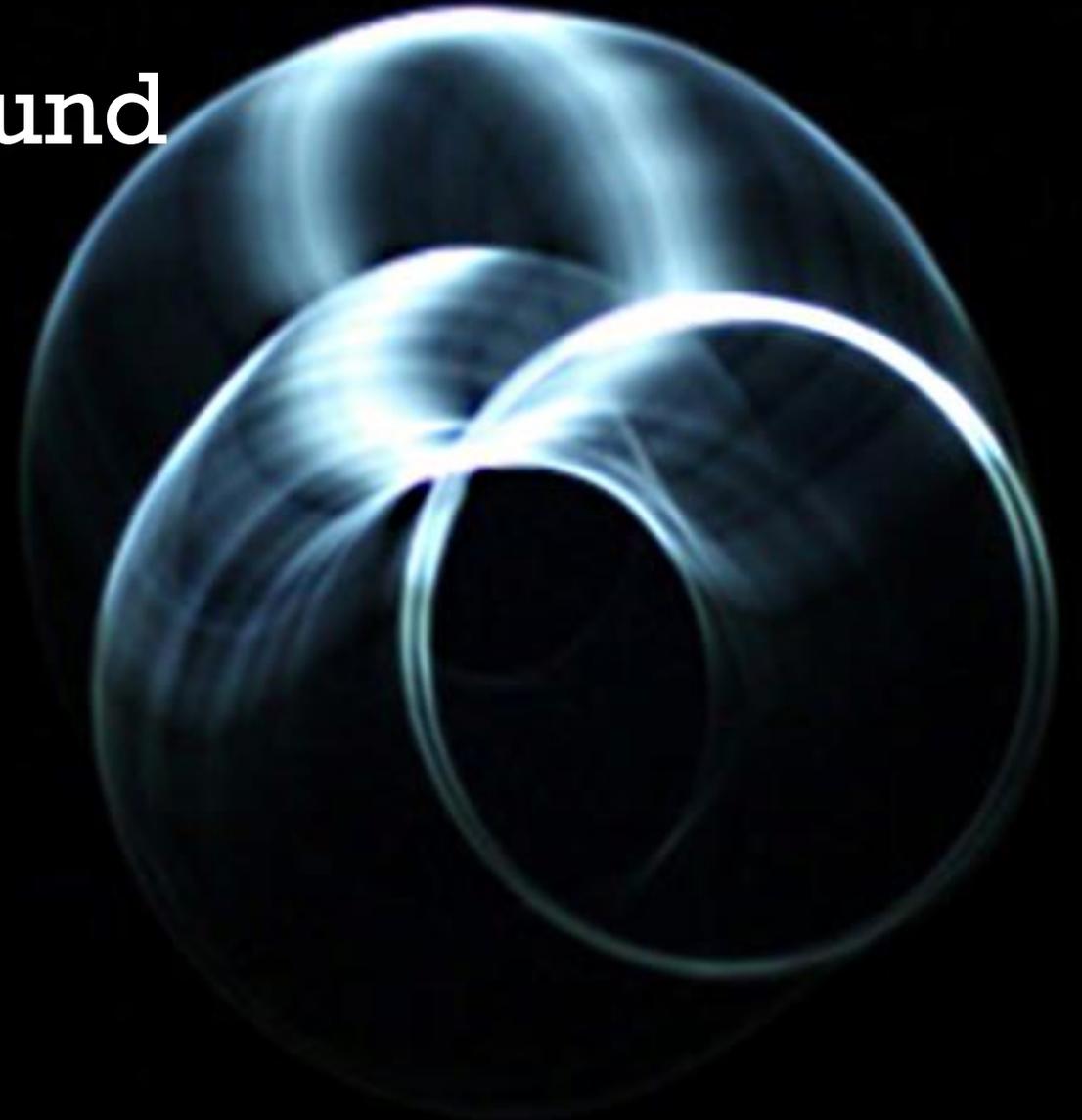
This is how Inbound Marketing  
looks like....



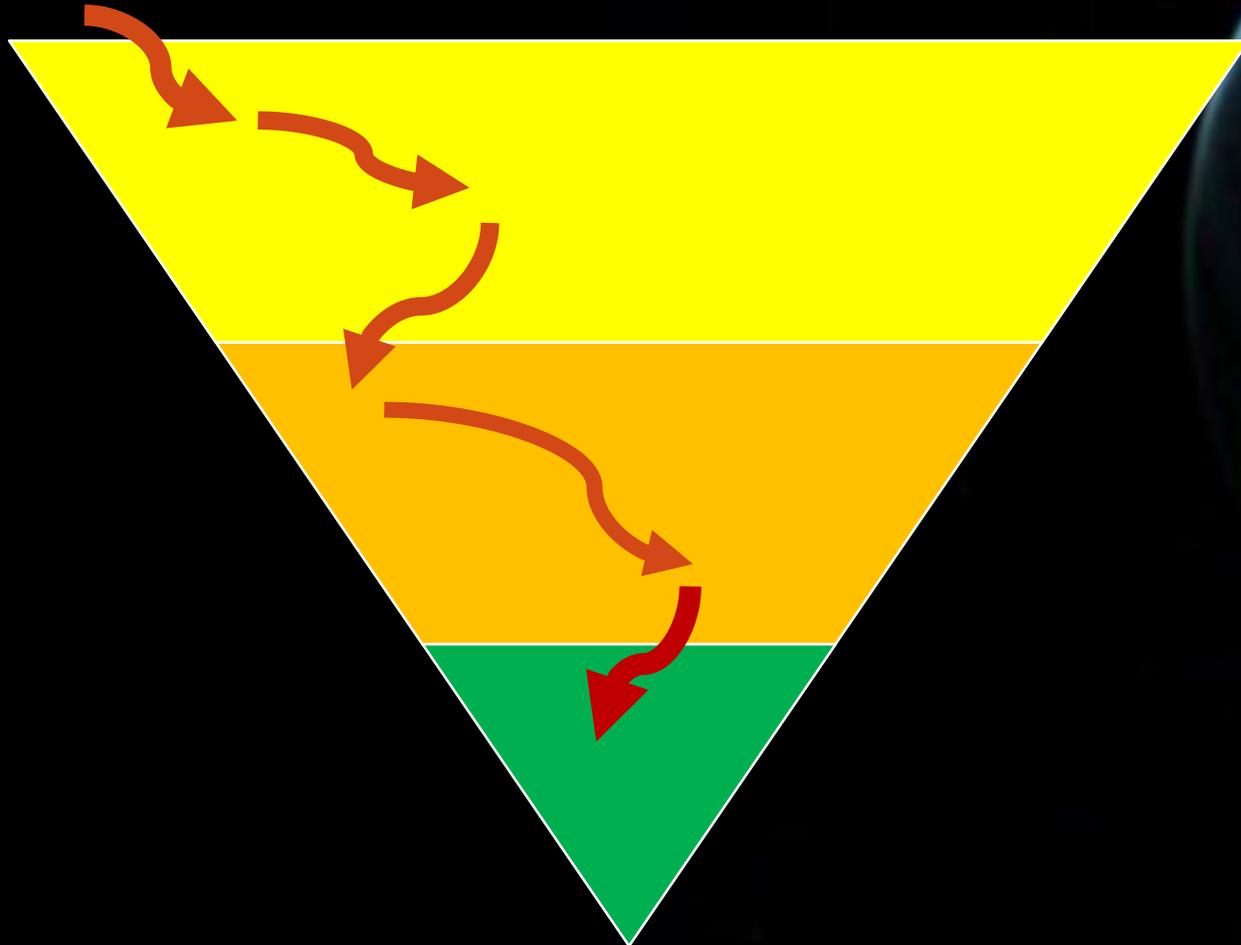
conversions

# When you think of Inbound Marketing

think funnels....



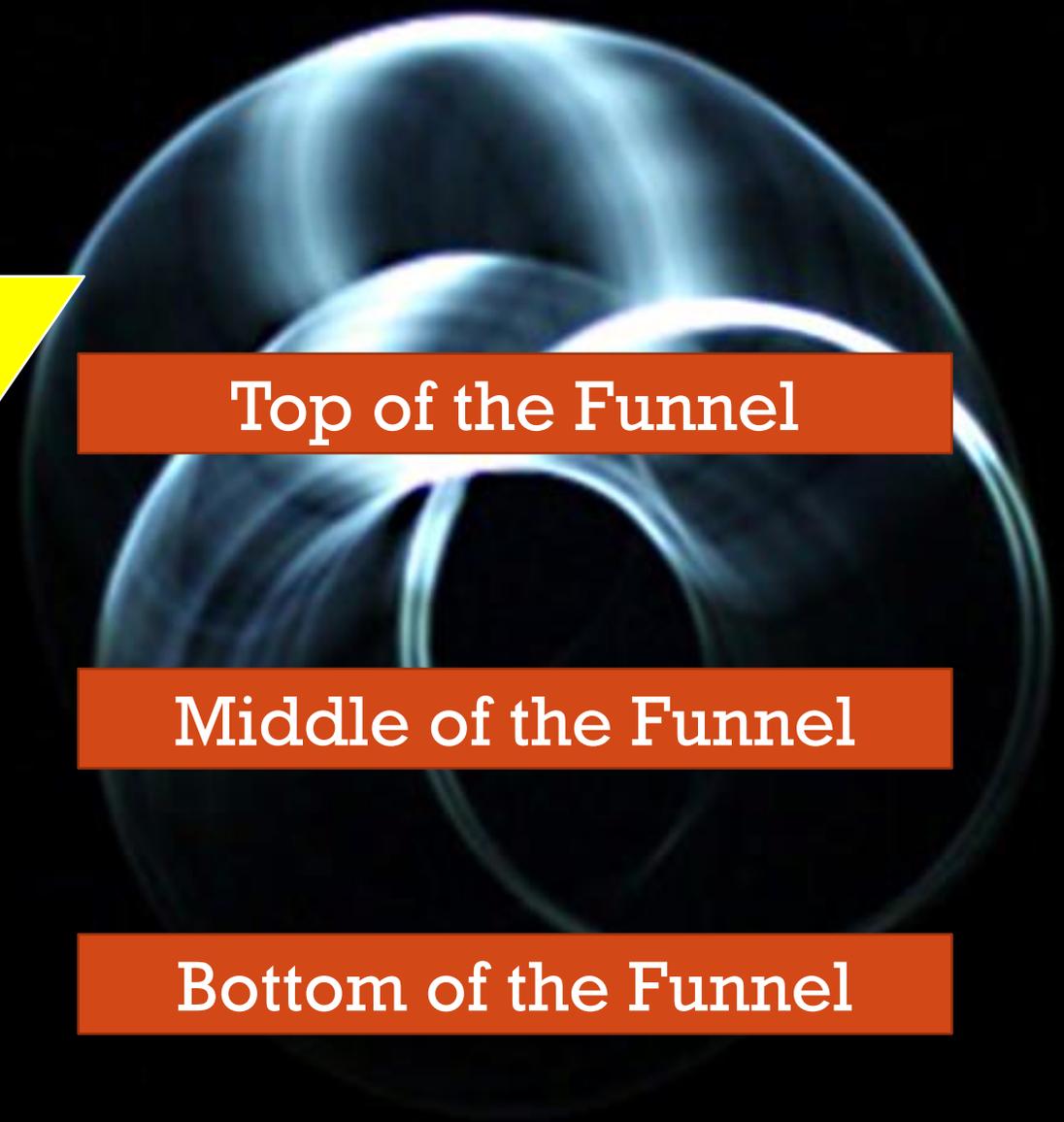
think funnels....



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

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

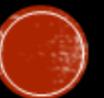
**SALES**

## USP

Heuristic Formula

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

\*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

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

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

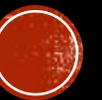
“f” = Friction elements present

“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***



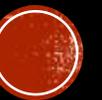
How can we conceptualize a simple, yet powerful, paradigm for crafting value propositions?

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

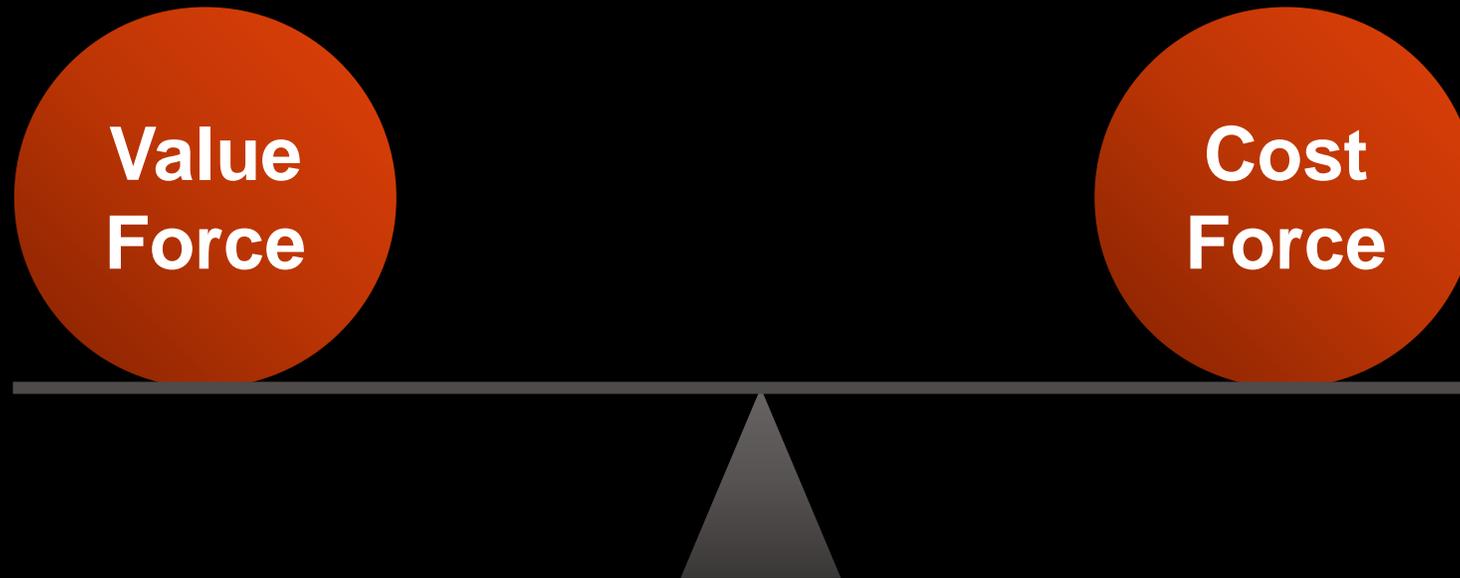


How can we conceptualize a simple, yet powerful, paradigm for crafting value propositions?

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



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

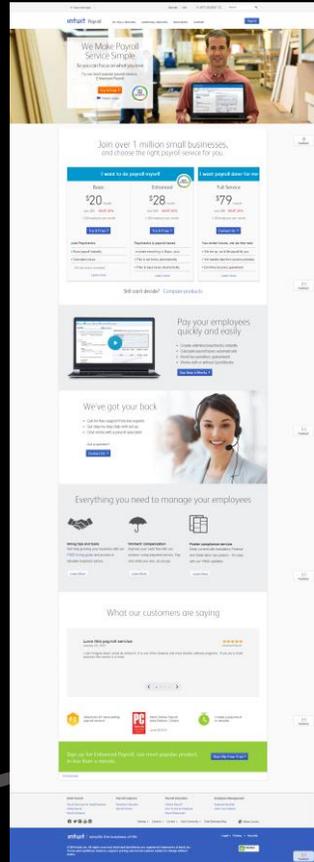


**Value Exchange**





Value  
Force



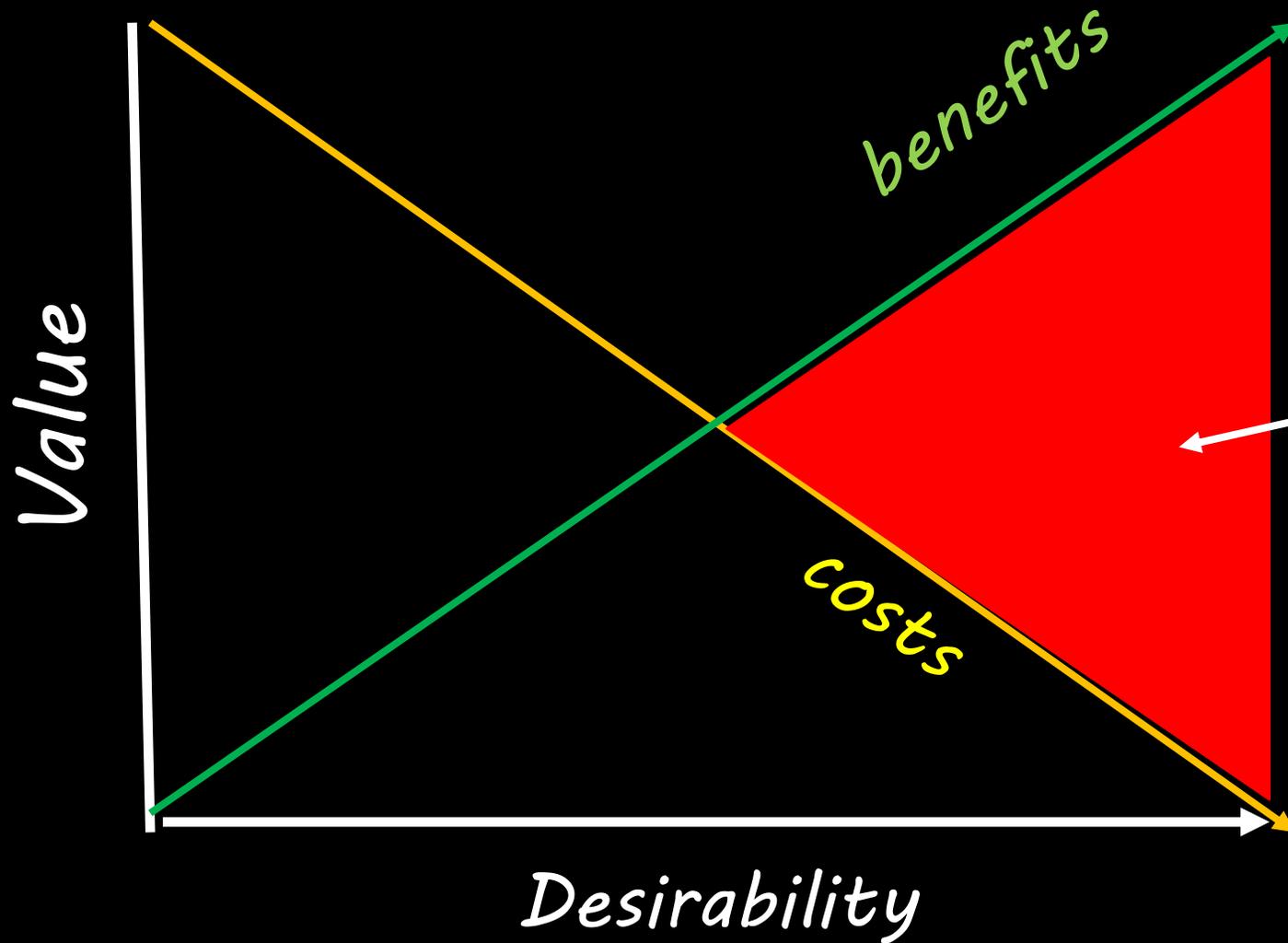
Cost  
Force

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

*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?



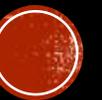
# What is USP?

This question can be best  
defined with another  
**question**



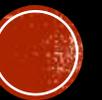
# What is USP?

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



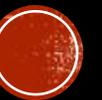
**If I** am your ideal prospect, why should I buy from you rather than any of your competitors?

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

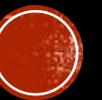


If I am your ideal prospect, why should I buy from you **rather than any of your competitors?**

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

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 >



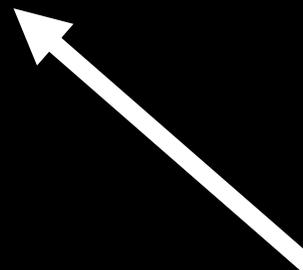
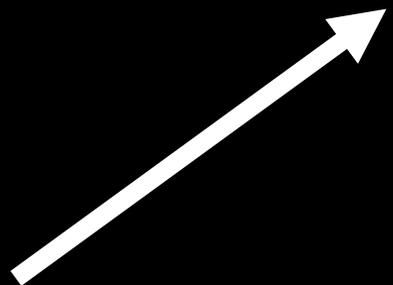
Chat

[+]

Feedback



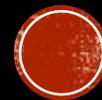
**USP**



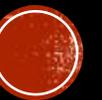
**Customer  
logic**

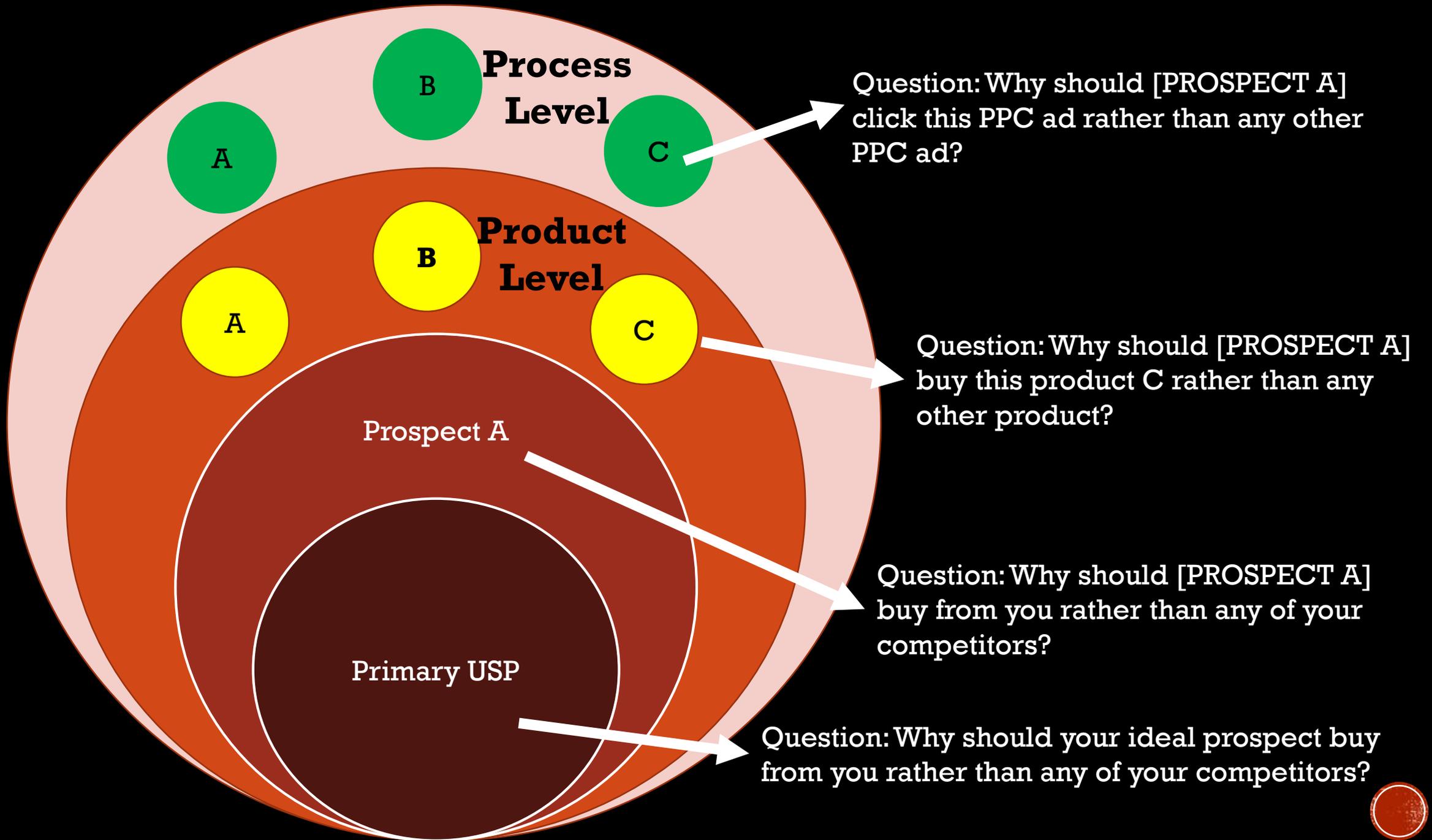
**VS**

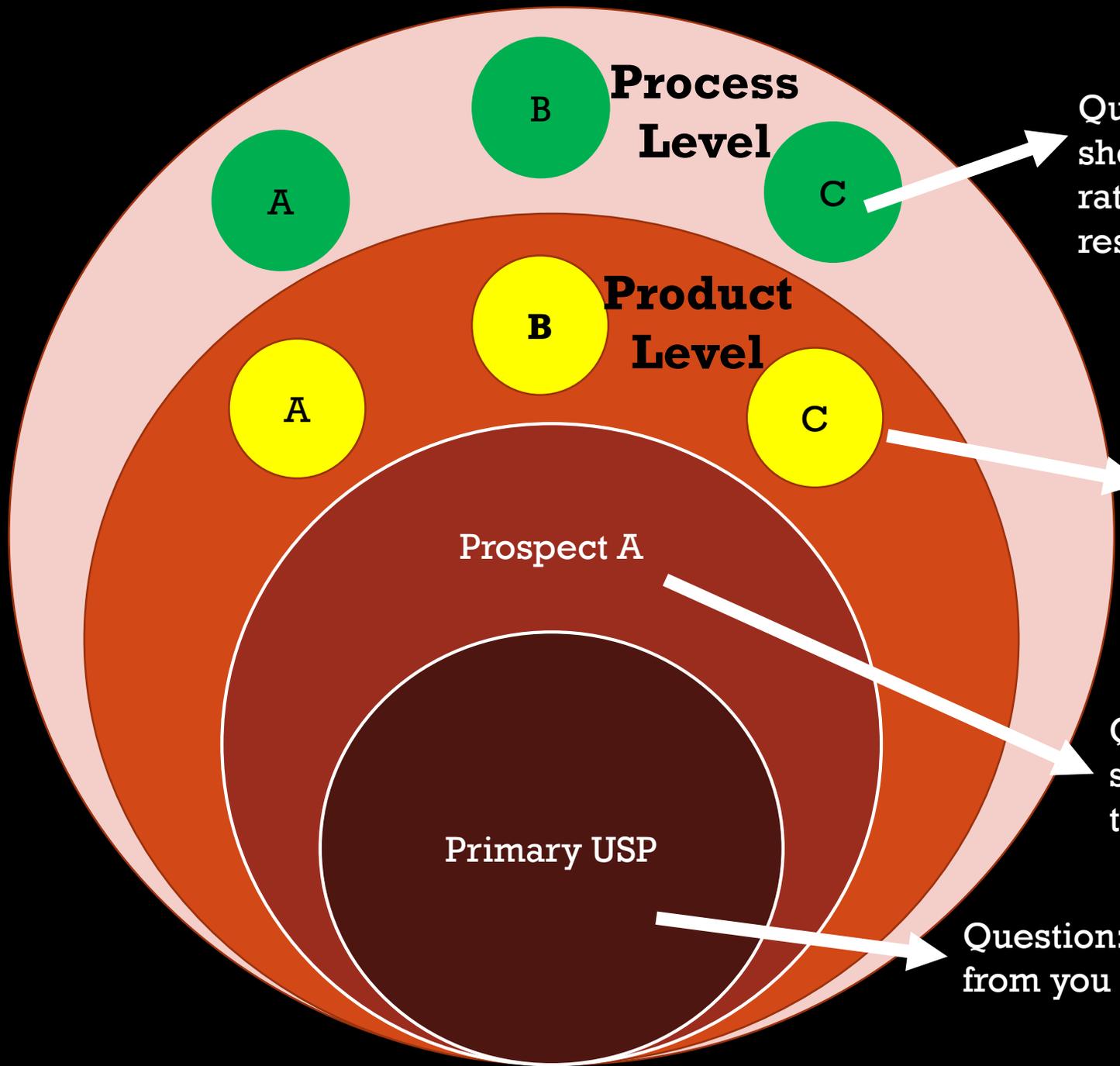
**Company  
logic**



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







Question: If I am a college student, why should I click this tablet search result rather than any other tablet search result?

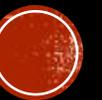
Question: If I am a college student, why should I buy this tablet C rather than any other tablet?

Question: If I am a college student, why should I buy from you rather than any of your competitors?

Question: Why should your ideal prospect buy from you rather than any of your competitors?

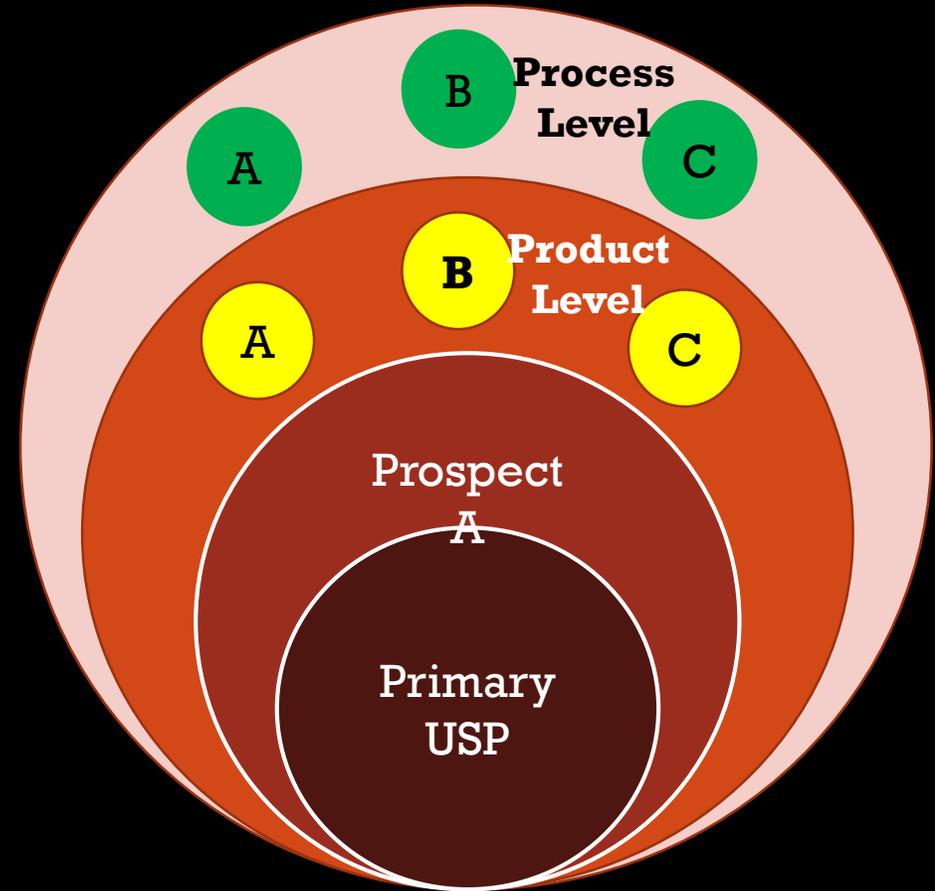


Derivative value propositions are so **interlinked** that they will often **overlap**.



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

Process Level  
Product Level  
Prospect Level



# Product Level

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

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

**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 Data     No

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

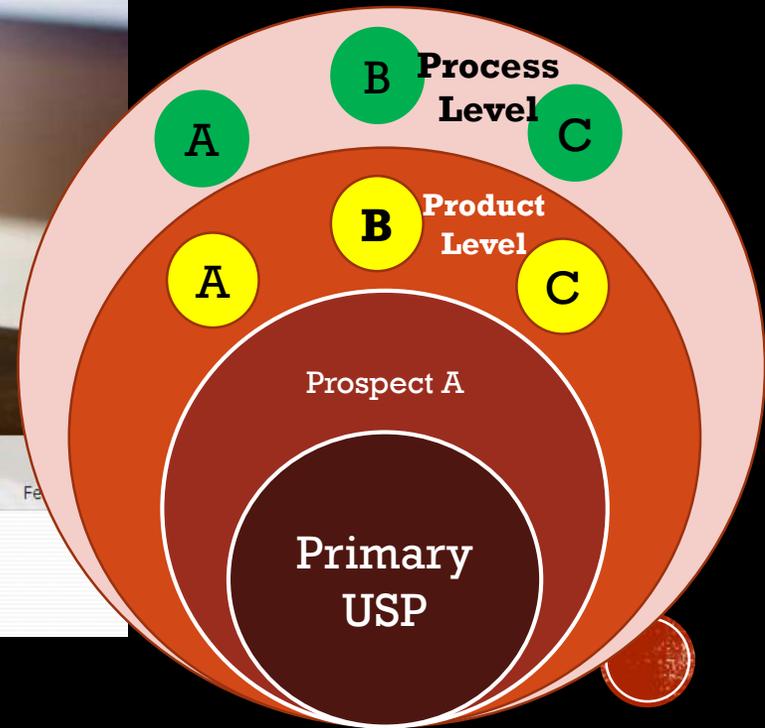
Payment Method: Paper check      Direct Deposit

**Sample Check** (based on 40 hours)  
Business Name: Home Place Insider Inc.  
1919 Camino    San Francisco, CA 94132    3,200.57  
Payee: Lilly Smith  
Three thousand two hundred fifty and 57/100

Pay	Hours	Rate	Current	Deductions	Current
Hourly	40	150.00	6,000.00		

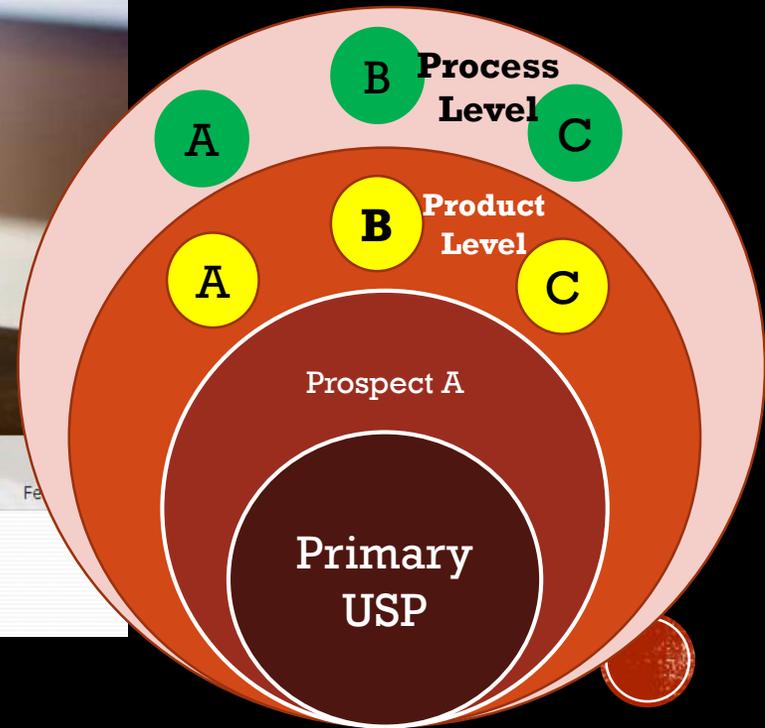
Taxes	Current	Summary	Current
Federal Income Tax	1,666.88	PAY	6,000.00
Social Security Tax	372.00	Taxes	2,749.43
Medicare	87.00		
CA Income Tax	869.57		
CA State Disability Ins.	60.00		

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' items 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 'Sample Check' for Lilly Smith. The bottom 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' items 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**

**Intuit Online Payroll**

**Lilly Smith**

1 FEDERAL AND STATE WITHHOLDING  
Do you have a copy of all pay stubs sent out by Kelly?  
[Yes] [No] [Send Emails as a reminder]

2 PAY  
Pay Schedule: How often do you pay Lilly? [Every Friday] [Every Friday morning 8:00AM-9:00AM]  
Pay Rate: How much do you pay Lilly? [Hourly] [Salaried] [Add Details]

Payment Method: Paper check [Selected] [Direct Deposit]

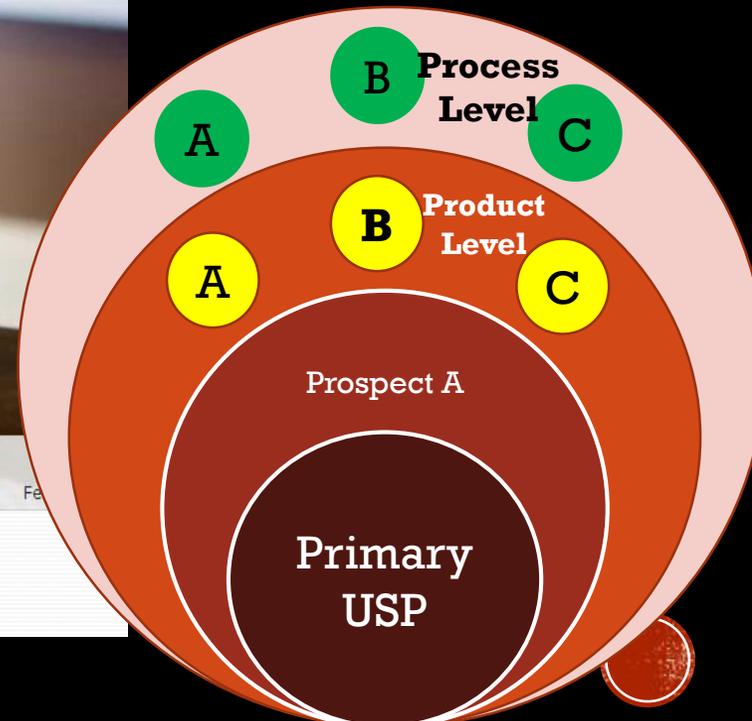
Sample Check (based on 40 hours)

Business Name: Home Place Interior 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	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		

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



## Fast, Accurate & Affordable

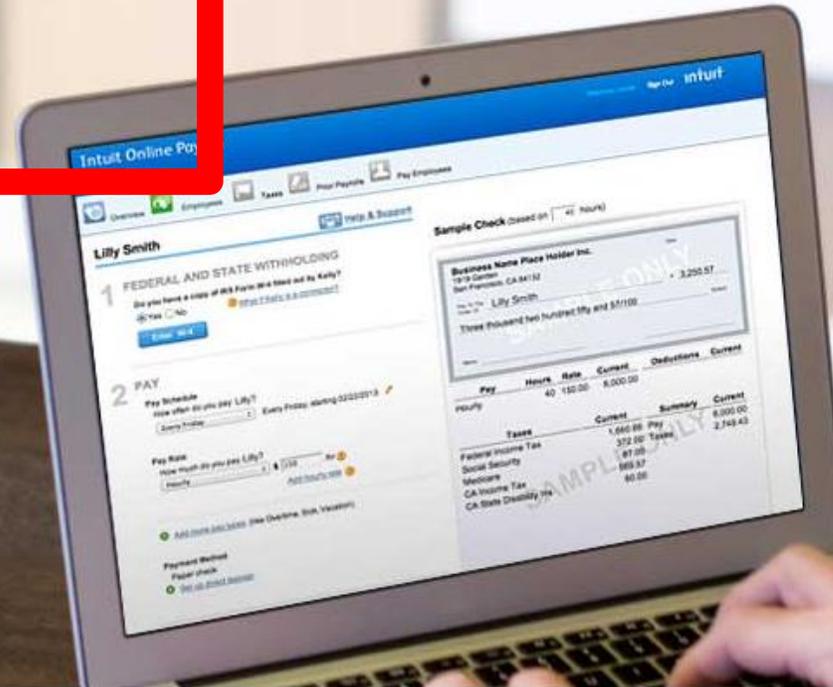
- Instant paychecks & tax calculations
- Free live support from payroll experts
- Works with or without QuickBooks

### Intuit Basic Payroll

~~\$25~~ \$20 /mo. **SAVE 20%**

+ \$2/employee per month

Try It Free >



[-] Feedback

Basic Payroll

Overview

Features

How it Works

Pricing

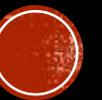
Customer Stories

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"*

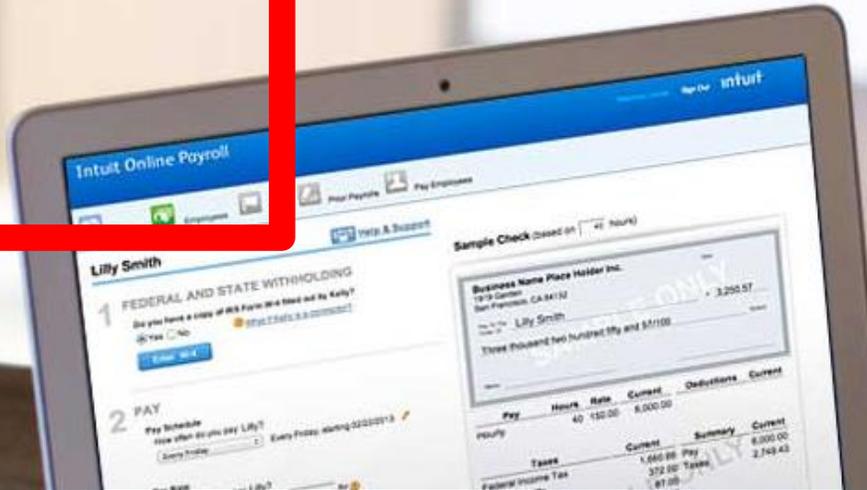


# Fast, Accurate & Affordable

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

## Intuit Basic Payroll

\$25 ~~\$20~~ /mo. SAVE 20%



Ap = appeal = "I want it"



Basic Payroll

Overview

Features

How it Works

Pricing

Customer Stories

FAQs

Try It Free >

Feedback



# Fast, Accurate & Affordable

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

## Intuit Basic Payroll

\$25 ~~\$25~~ \$20 /mo. SAVE 20%

+ \$2/employee per month



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



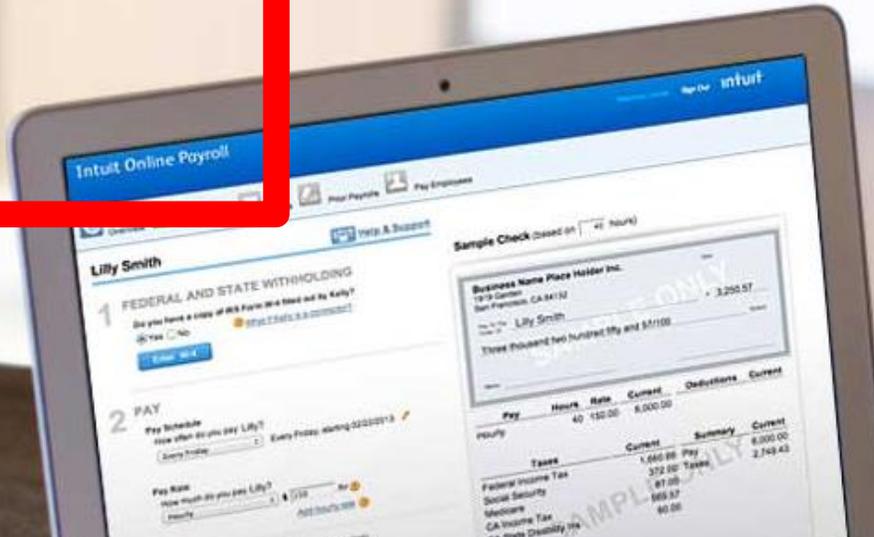
# Fast, Accurate & Affordable

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

## Intuit Basic Payroll

\$25 ~~\$25~~ \$20 /mo. SAVE 20%

+ \$2/employee per month



CI = Clarity = *“I understand you”*



Basic Payroll

Overview

Features

How it Works

Pricing

Customer Stories

FAQs

Try It Free >

Feedback



# Fast, Accurate & Affordable

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



## Intuit Basic Payroll

\$25 ~~\$25~~ /mo. SAVE 20%

Try It Free >



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

Try It Free >

## Monthly Billing

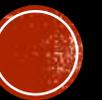
\$20/month

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



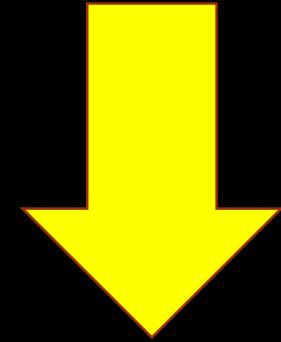
Quick and easy setup



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



# The Flow

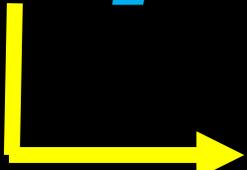


The aim of the marketer is **value received**; value received is contingent upon **value believed**. Value believed is contingent upon **value conceived** (understood)



# The Importance of Rc

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

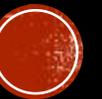
  $(Cl | Cr)$  (Reception/Perception)

*Rc is a Multiplier*

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

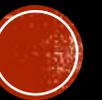


Crafting the your **USP**



# 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)



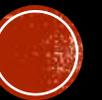
Rank	Potential Claims of Value	Appeal (1-5)	Exclusivity (1-5)

**STEP 4:** Identify 2-3 Evidentials for the Top Claim(s) of Value (from table above)

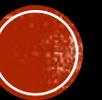




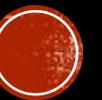
**STEP 5:** Craft a Clear Argument Integrating  
the Top Claim(s) of Value with  
Supporting Evidentials



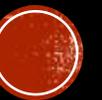
# Step 6: Develop the long-form Value Proposition Statement



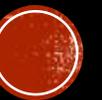
# Step 7: Develop the short-form Value Proposition Statement



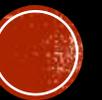
# Step 8: Develop the Supporting Value Proposition Narrative



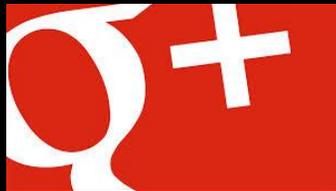
# Step 9: Develop the essential Value Proposition Graphics



# Step 10: Develop the Brand-focused Value Proposition Linkage



# Thank You!



markacsay@gmail.com



@markacsay

