

Value Proposition and Marketing Exercise

by Hillary Rettig

This exercise's goals are to help you:

1. Determine which of your products (or services) are likely to be the strongest sellers.
2. Define the best markets for those products.
3. Determine the best messages for reaching those markets.
4. Determine the best vehicles for delivering those messages.

Take your time answering the below questions, and feel free to change your mind!

(1) What do *customers* (not you!) value most about your product (or service)? In other words: why should and would they hire you instead of someone else in your field? Be specific!

1.

2.

3.

4.

(2) Using your answer to Question #1 create a Value Proposition statement.

Example: I capture, via photography, spontaneous moments in the lives of children and families that uniquely capture the spirit of the individual and family. I use a classic silvertone photographic process that captures the nuances of the scene, and print on museum-quality paper that lasts for generations as a cherished family heirloom.

3) List up to 3 groups of customers (a.k.a. “market niches”) are likely to have the most urgent need (and thus want to pay for) your value proposition?

	Niche Name	Compelling Need
Niche 1		
Niche 2		
Niche 3		

4) For each niche, fill out the following table.

Age	
Gender	
Location	
Where Born	
Where currently lives	

Birth family	
Current family	
Socioeconomic Info	
Educational Level	
Job	
Professional Responsibilities	
Hobbies	
Religious or Other Affiliations	
Significant Life Events	
Other	

5) List a few businesses who serve those or similar niches, and whose marketing and sales you could emulate.

Business Name	How and where he/she markets and sells. (Esp.: what you might do the same or differently.)

V. Marketing Vectors

a) For each niche, list examples of online and offline marketing vectors where you could promote and sell your work. Examples: list specific magazines, newsletters, blogs, speaking venues, etc.

Niche	Online	Offline
1		
2		
3		