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05. Unique Value Proposition

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UVP is a single, clear, compelling message explaining why your company is different and the product is worth buying (or spending time with). Moreover, it gets the company's story down to a short *elevator pitch* powerful enough to raise customer's heart rate.

(Startup owners Manual p.293)

While positioning messaging seems straightforward, it can be a challenge to execute. It takes serious work to get to a pithy statement that's both understandable and compelling. It's much easier to write (or think) long than to write (or think) short.

Answer: What, Who, and Why

A good UVP needs to clearly answer the first 2 questions - what is your product and who is the customer. The “Why” is sometimes hard to fit in the same statement and I’ll frequently use a sub-heading for that.

Study other good UVPs

The best way to craft a good UVP is to study the UVPs of the brands you admire. Visit their landing pages and deconstruct how and why their messaging works.

References

- Unique Value Proposition: How to Create a UVP (With 7 Examples).
<https://cxl.com/blog/value-proposition-examples-how-to-create/>

Thank you!