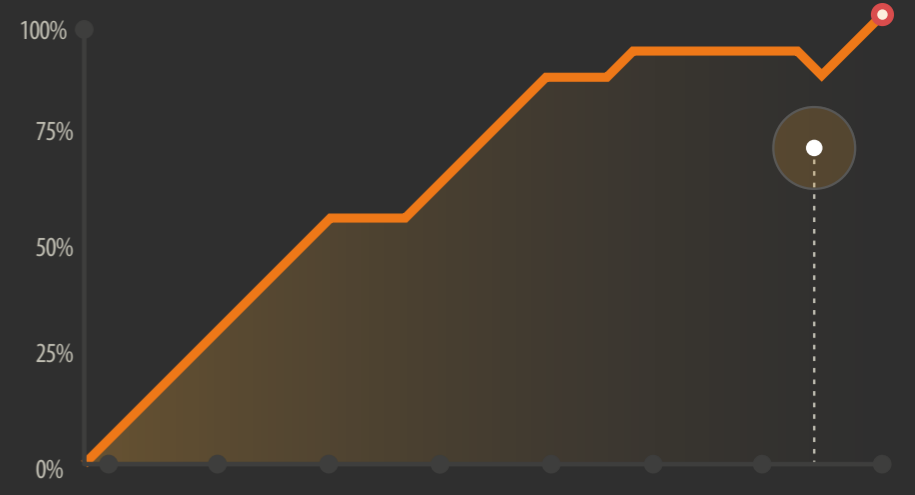
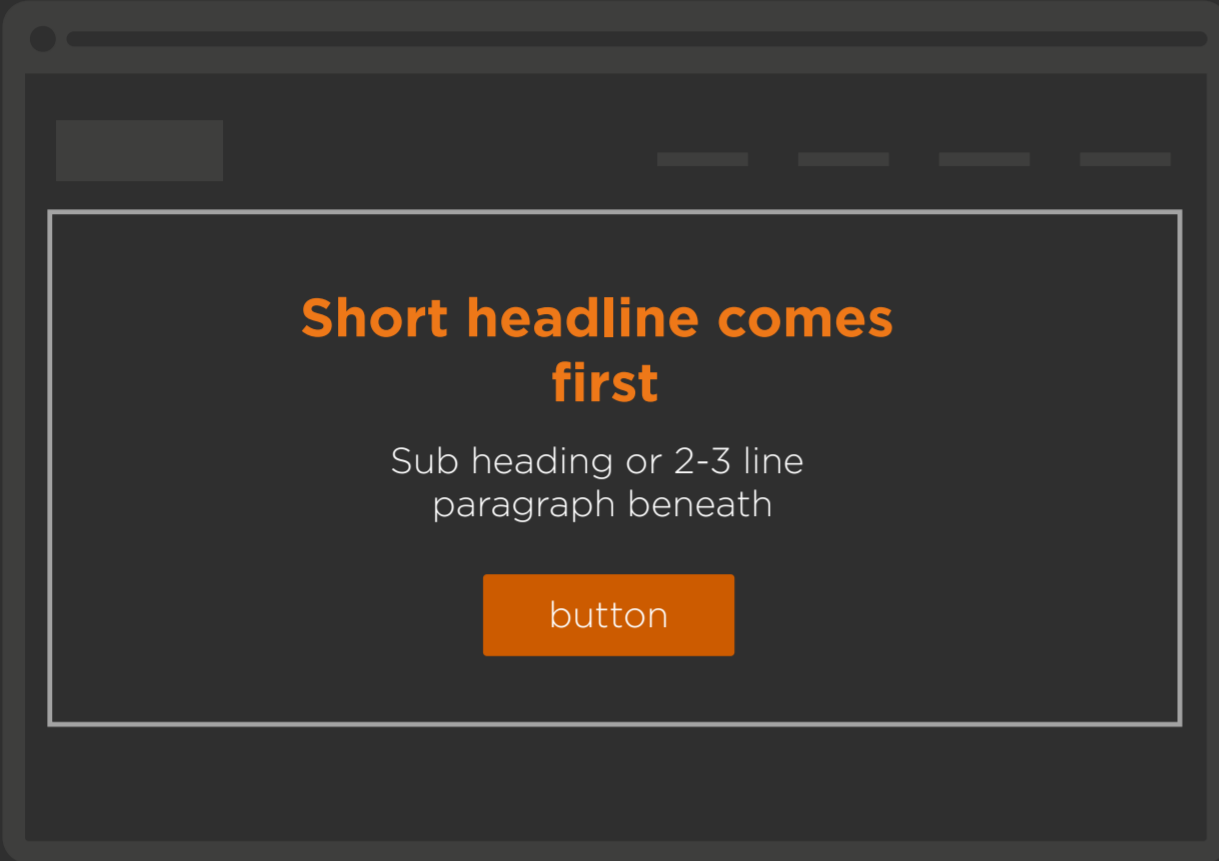


# how to create a value proposition that converts



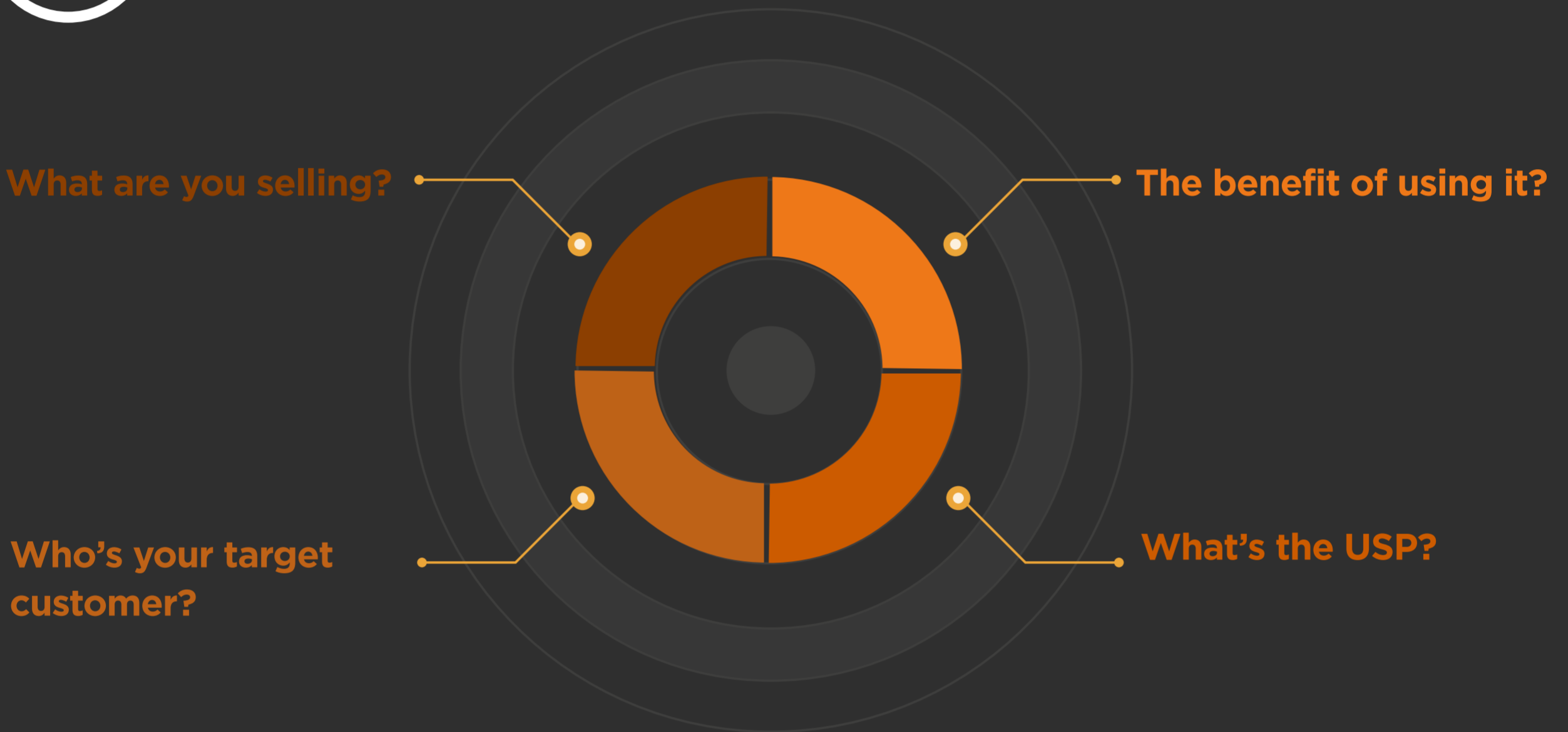
value proposition. definition: (noun) the promise of a value (product or service) to be delivered

## 1 the components



- } **Headline**  
Attention-grabbing short sentence on how you can help
- } **Sub heading or 2-3 line paragraph**  
What you do/offer, for whom and why is it useful?
- } **Call to action**  
Now you have their attention, what do you want visitors to do?
- } **Imagery**  
Use an image to reinforce your words.

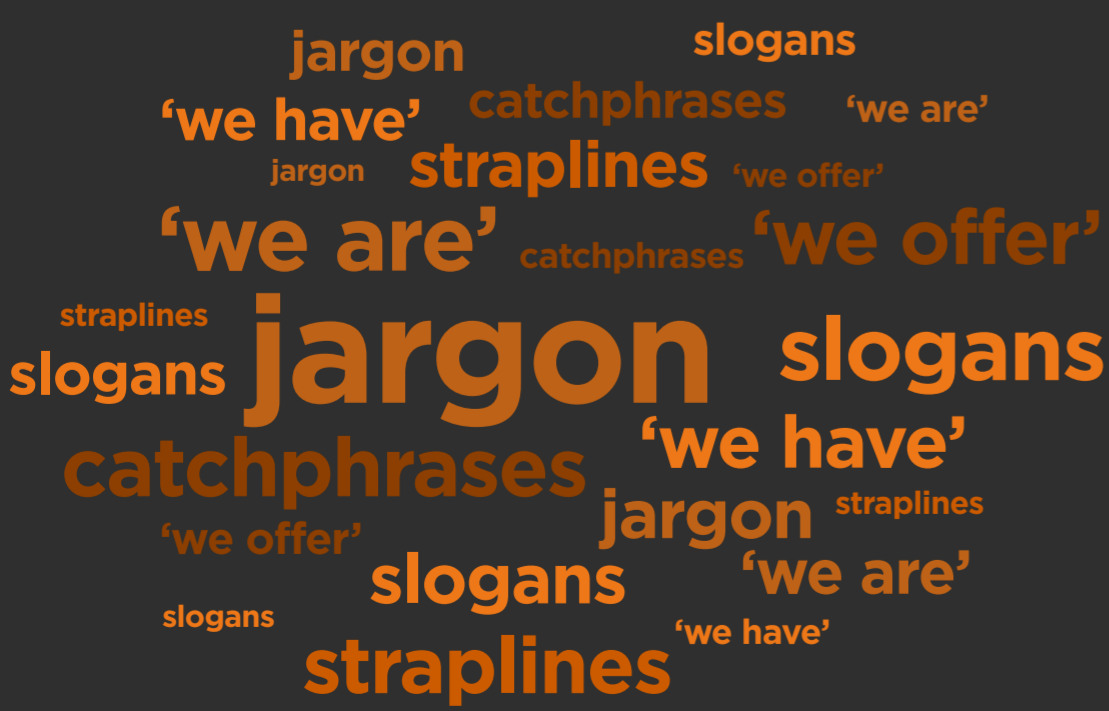
## 2 deconstructed



**eg. Escape the City with a Bespoke Luxury Holiday**  
If you're tired of the rat-race but don't have time to plan, leave it to us. Your adventure starts with a bespoke itinerary specific to your tastes.

- What are you selling?** Bespoke luxury holidays
- The benefit of using it?** Someone else can plan it for you
- Target customer?** City workers
- What's the USP?** Tailored luxury holidays to suit the individual

## 3 must avoids



- } Don't use 'we'. Make it all about your customer
- } Straplines and slogans are too vague
- } Don't use jargon. If your audience has to think for one additional second, you could lose them.