



MarketCraft GTM

# THE VALUE PROPOSITION

A FRAMEWORK GUIDE





# WHAT IS A VALUE PROPOSITION



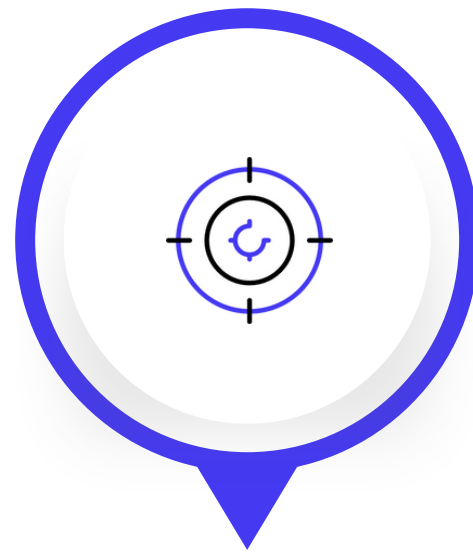
A value proposition is a clear statement that explains how your product or service solves a specific problem, delivers a unique benefit, and stands out from the competition. It is the foundation of your marketing and sales messaging, ensuring that your audience understands why they should choose you.

# WHY IS A VALUE PROPOSITION IMPORTANT?

A strong value proposition helps you:

- 1 Communicate your offering succinctly and persuasively.
- 2 Align marketing, sales, and product teams around a consistent message.
- 3 Differentiate yourself from competitors in a crowded market.
- 4 Attract and retain your ideal customers.

# THE KEY COMPONENTS OF A VALUE PROPOSITION



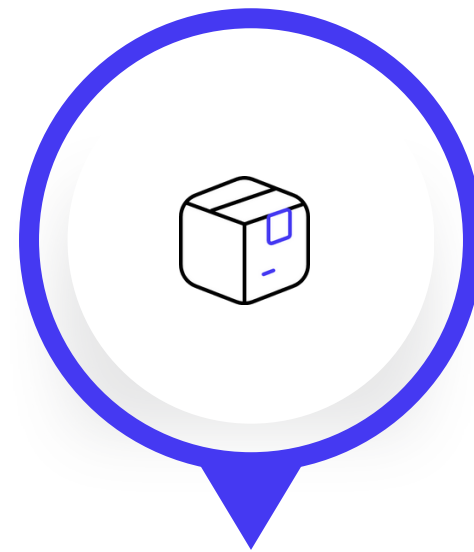
## The Target Customer

Who is your ideal customer? What are their needs, pain points, or desires?



## The Problem Or Need

What challenge or pain point does your target customer face?



## The Product Or Service

What is your product/service category? How does it fit into the market?



## The Key Benefit

What is the most valuable outcome your product/service delivers?



## The Differentiation

How does your offering stand out from competitors? What makes it unique?

# THE VALUE PROPOSITION STATEMENT FORMULA

For ***[target customer]***  
who ***[need/desire/pain point]***,  
our ***[product name]*** is ***[product category]***  
that ***[key benefit]***, unlike ***[competitor]***,  
our product ***[differentiation/USP]***.



# USING THE STATEMENT TEMPLATE

## CLIENTS

1

### Your ICP

To craft a compelling value proposition, you need to go beyond just identifying your ideal customer. If you're talking to everyone, you're talking to no one. Finding who your product or service is absolutely perfect for and focusing there—at least to start—ensures your messaging is sharp, relevant, and highly effective. This laser focus allows you to build strong relationships, gain traction, and establish a market foothold before expanding.

## PRODUCT

2

### How You Help

Define how your product addresses your ICP's biggest challenges. Talk to existing and successful clients. Understand their world.

## BENEFIT

3

### Key Benefit

I'm sure you believe your product fixes everything, but focus in on that key benefit that makes your product so valuable to your ICP.

## COMPARE

4

### Your Competitor

Know your competition deeply. Compare your product to competitors and ensure you can articulate why you're different.

## REFINE

5

### Iterate, Iterate

Read your statement out loud. Does it make sense as a complete sentence? Iterate until it's concise and compelling.

# VALUE PROPOSITIONS IN ACTION



## APPLE IPHONE

**For** tech-savvy consumers **who** want an intuitive and powerful smartphone experience,  
**iPhone**  
**is** a premium smartphone **that** delivers seamless integration across devices and an industry-leading camera.  
**Unlike** Android devices, **our** product offers a unique ecosystem with exclusive apps and privacy-focused features.



## SLACK

**For** teams and businesses **who** struggle with scattered communication,  
**Slack**  
**is** a collaboration hub **that** organises conversations and integrates with essential tools.  
**Unlike** email, **our** product creates a centralised space for real-time messaging, reducing inbox overload.



## TESLA

**For** eco-conscious drivers **who** want high-performance electric vehicles,  
**Tesla**  
**is** a pioneer in EV technology **that** combines sustainability with cutting-edge performance and autonomous driving capabilities.  
**Unlike** traditional car manufacturers, **our** product offers an extensive charging network and over-the-air software updates.

# VALUE PROPOSITIONS IN ACTION



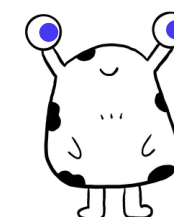
## AIR BNB

**For** travellers  
**who** want unique and  
affordable accommodations,  
**Airbnb**  
**is** a marketplace for  
short-term stays  
**that** connects guests with  
local hosts for personalized  
experiences.  
**Unlike** hotels,  
**our** product provides a  
diverse range of stays with a  
home-like feel.



## HUBSPOT

**For** SMB businesses  
**who** are looking to grow and  
scale efficiently,  
**HubSpot**  
**is** an all-in-one CRM and  
marketing platform  
**that** helps companies attract,  
engage, and delight  
customers with integrated  
marketing, sales, and service  
tools.  
**Unlike** traditional CRM  
solutions,  
**our** product is easy to use  
and built for marketers.



## MARKETCRAFT

**For** tech startups and  
scale-ups  
**who** need a clear, actionable  
path for growth,  
**MarketCraft GTM**  
**is** a GTM consultancy  
**that** provides expert strategy,  
execution support, and  
scalable growth frameworks.  
**Unlike** internal teams and  
generic agencies,  
**we** specialise in aligning  
teams, refining positioning,  
and optimising channels for  
repeatable success.



**NOW  
IT'S  
YOUR  
TURN!**



# TEMPLATE

**FOR**  
(Target Client)

**WHO**  
(What does the ICP need)

**OUR**  
(Product name)

**IS**  
(The product category)

**THAT**  
(The key benefit)

**UNLIKE**  
(Competitor)

**OUR PRODUCT**  
(Why we're better)



# LET'S CHAT

MarketCraft GTM helps startups and scale-ups refine their GTM strategies with frameworks, clear positioning, and scalable growth tactics. Whether you're honing your messaging, optimising your product-market fit, or building repeatable revenue motions, we provide the guidance you need to grow with confidence.



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